

# The Candy Manufacturer

A Technical and Commercial Magazine for Manufacturing Confectioners Exclusively  
Published by THE CANDY MANUFACTURER PUBLISHING CO., Stock Exchange Bldg., Chicago

Vol. II

SEPTEMBER, 1922

No. 8



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### *The Second Annual Fall Purchasing Number*

#### I—What to Specify in Ordering Raw Materials

(The first of a series of five articles on Purchasing Candy Factory Supplies)

#### Buying vs. Being Sold

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Secretary, National Association Purchasing Agents

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#### Purchasing Department Records

E. J. SMITH

Formerly Purchasing Agent, Bunte Bros.

#### Walnuts

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#### Cooperation Between Purchasing and Production Departments

ASA F. NEWTH

Production Manager, Paul F. Beich Co.



Contributions from

A. B. Mewhinney Co., Wm. Luden, Geiger Candy Co., Startup Candy Co., Rochester Marshmallow Co., Paul Freund Co., D. A. P. Inc., Burns Candy Co., Curtiss Candy Co., Wm. C. Johnson Co., Peerless Biscuit Co., Catawba Candy Co.

#### On Sales Policies and Management:

V. L. Price, Paul F. Beich Co., Odelsa Mfg. Co., Van Engers, Inc. and Bill Divan

## Last Call for Candy Day Campaign Supplies

Have you ordered your Candy Day Trims, Electrotypes and Slogan Signs?

Remember  
Everybody Likes  
**CANDY**



# DELFT

## The World's Best Food Gelatine

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HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

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*"Price is a relative term—Quality always a concrete fact"*

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STOCKS  
EVERYWHERE

### Ask Any Food Control Official About Delft

Delft standards of purity, uniformity and strength are recognized and praised by food control officials.

Before Delft entered the field, who ever heard of gelatine supplied in quantity lots, free from liquefying and harmful bacteria when delivered? Gelatine that is free from liquefying and harmful bacteria is a highly sanitary product.

Get your friendly competitor to tell you about the splendid results obtained from Delft.

Delft is strictly a TOP QUALITY gelatine, sold at reasonable figures that represent exceptional value. Because of its purity and strength, it goes further than cheap gelatines, and actually costs you less.

You can get the same price from our distributors as from us.

*Harold A. Sinclair*







Members: National Confectioners' Association, Midland Club, Chicago Association of Commerce.  
Applicant for Membership in Audit Bureau of Circulation.

# The Candy Manufacturer

Registered, U. S. Patent Office

"READ WHEREVER GOOD CANDY IS MADE"

*A Specialized Technical and Commercial Magazine for Confectionery  
Superintendents, Purchasing Agents and Executives*

Contents Copyrighted 1922, Earl R. Allured

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Consulting Chemist

DR. FRANK C. GEPHART,  
Consulting Chemist

FRED W. AMEND, Secretary  
Chicago Association Confectionery  
Superintendents

Vol. II

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## PURPOSE

The purpose of THE CANDY MANUFACTURER is to provide a medium of constructive service and communication between manufacturing confectioners exclusively, a high-class specialized business magazine devoted to the problems and interests incident to the manufacture of confections and the management of a candy factory.

## POLICY

THE CANDY MANUFACTURER, being a highly specialized publication, is edited in the interest of the executive, the purchasing agent, the chemist and the superintendent exclusively, and provides a medium for the free and frank discussion of manufacturing policies and problems, methods and materials.

The same corresponding policy applies to the advertising pages which are available only for a message directed to manufacturing confectioners and relative to a reputable product or service applicable to a candy factory.

### The Candy Manufacturer believes in

**A Technical Candy School** with resident and extension courses for factory superintendents and journeymen candy makers.

**Pure Food Legislation** which enforces a quality standard for confectionery.

**Rigid Inspection** of candy factories to enforce sanitation and working conditions necessary for the production of a pure food product.

**Maximum Production** from each production unit of a candy factory and a clearing house of production records.

**Uniform Method** of cost finding and accounting.

**An Annual Exposition of Confectioners' Supplies** and equipment under direction of (not merely endorsed by) The National Confectioners' Association.

**DO NOT CONFUSE** The Candy Manufacturer with other publications with similar names published in Chicago. Be sure of our street address, please: 30 North La Salle Street, Stock Exchange Bldg.

## THE SIMPLEX IMPROVED MOTOR-DRIVEN PLASTIC PRESS

FOR FILLED OR STUFFED HARD CANDIES



Our  
Motor-Driven  
Sizing Machines  
Insure Greater  
Production and  
Accuracy

The Simplex Improved Plastic Press has a greater output capacity than the older type machines; 24-inch Die Bars; direct motor drive, two speeds, special wire screen conveyor. Operation economical, simple and exceptionally accurate—every machine given a practical test before shipment.

*An assortment of popular dies included with every press. No extra charge.*

## Simplex Vacuum Cooker

Cooks Straight Sugar (Refined or Raw) Perfectly

Cooks

ANY PERCENTAGE OF CORN SYRUP

*Makes a clearer, a drier and more lustrous satin finish candy*

Costs Less to Cook a Batch—Less Fuel More Vacuum

Capacity Simplex Gas Vacuum, 3400 lbs. Per Day  
(With extra melting kettle.)

ALSO

## Simplex Steam Vacuum Cooker

5000 pounds per day, guaranteed

VACUUM CANDY MACHINERY COMPANY

JERSEY CITY, 74 Pearl Street

326 W. Madison Street, CHICAGO



SIMPLEX GAS VACUUM COOKER  
(Process Pat. June 30, 1914)

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## The Candy Manufacturer's Approved Advertising of Confectioners' Machinery and Supplies and Miscellaneous Advertising Directed to Manufacturing Confectioners'

**POLICY:** THE CANDY MANUFACTURER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE CANDY MANUFACTURER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy **EXCLUDES** advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE CANDY MANUFACTURER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

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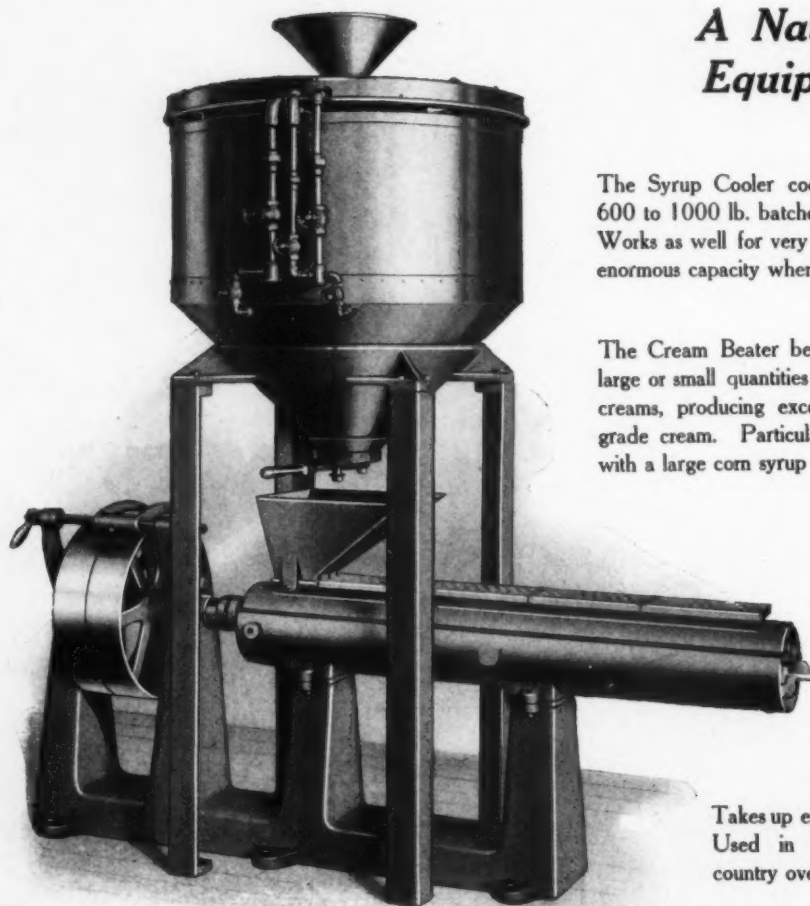
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# *Syrup Cooler and Cream Beater*

## ***A National Equipment***



The Syrup Cooler cools, ready for beating, 600 to 1000 lb. batches, in 18 to 25 minutes. Works as well for very small batches, yet has enormous capacity when required.

The Cream Beater beats, with equal facility, large or small quantities of bonbon or dipping creams, producing exceptionally smooth, high grade cream. Particularly efficient for creams with a large corn syrup content.

Takes up exceptionally small space. Used in modern factories the country over.

*Write for illustrated pamphlet.*

## **NATIONAL EQUIPMENT COMPANY**

**Largest Manufacturer in the World  
of Candy and Chocolate Machinery**

**SPRINGFIELD, MASS.,**

**U. S. A.**



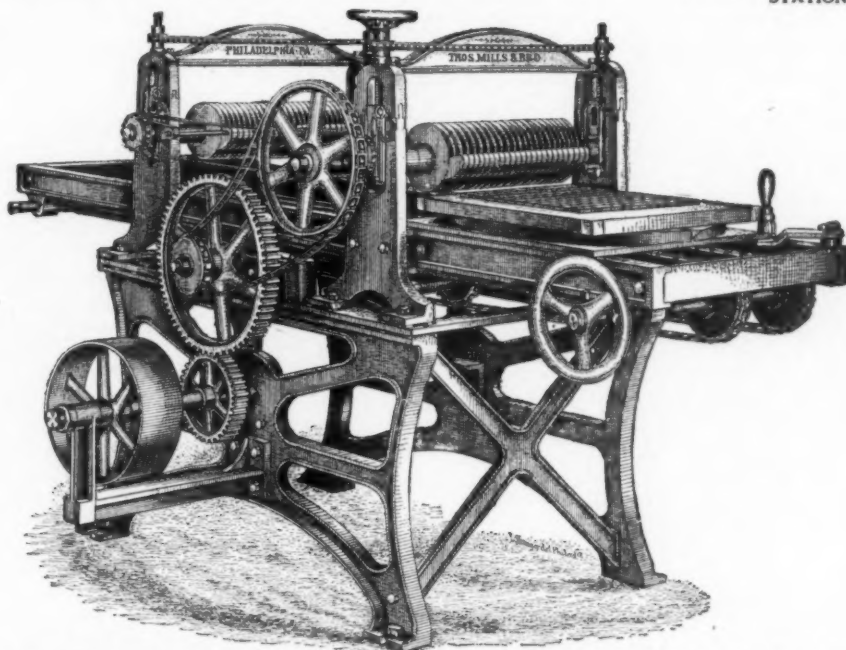
# THOS. MILLS & BRO., Inc.

Established 1864

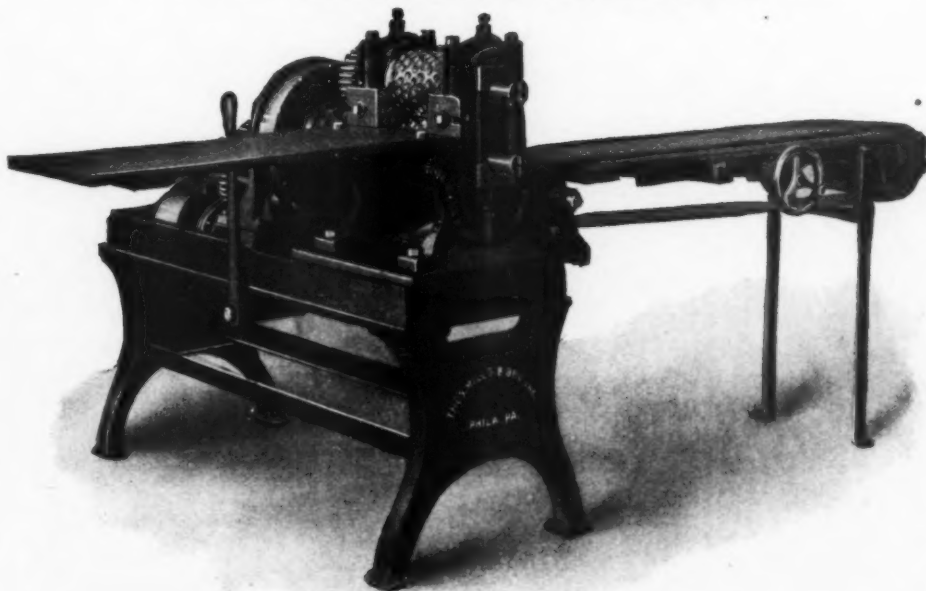
## CONFECTIONERS' TOOLS AND MACHINERY

1301 to 1315 North Eighth St.

PHILADELPHIA, PA.  
STATION O



Automatic Caramel Cutting Machine—Cuts Both Ways in One Travel of the Bed, Used in Leading Factories for Caramels, Coconut Blocks, Etc., Send for Circular.



Large Power Drop Frame with Stand and Endless Belt Conveyor; Our Latest Type for Large Output and Heavy Duty.

Our Catalog "O" Should Be in the Hands of Every Factory Superintendent; Sent on Application. Please Mention "The Candy Manufacturer" It Helps.



# Von Dannenberg & Pick

82-92 Beaver St. 129 Pearl St.

NEW YORK CITY

---

BROKERS

In All Grades of

**Cocoa Beans, Cocoa Butter  
and Cocoa Products**





# How the Candy Manufacturer turned a Million Dollar Loss into a Million Dollar Profit

*By reproducing the Ideal Day 365 days in the year*



OUR ENGINEERS were called into consultation with one of the largest manufacturers of hard candies in this country. He had orders that had to be delivered and the hot, sultry summer weather made it impossible for him to operate.

It cost him just \$15,000 for every day his plants were shut down, and he wanted to turn that loss into a profit. He wanted to operate his plant 365 days in the year.

Our engineers went over his New York plant. They recommended the proper equipment, and they **GUARANTEED** the results.

Were the results satisfactory?

The answer is found in the fact that he had us equip his western plant a few months later.

What we have done for this candy manufacturer, we have done for many others, and we can do the same for you.

Pick out the ideal day for operating your factory and we will **GUARANTEE** to reproduce it 365 days in the year.

It will pay to investigate.

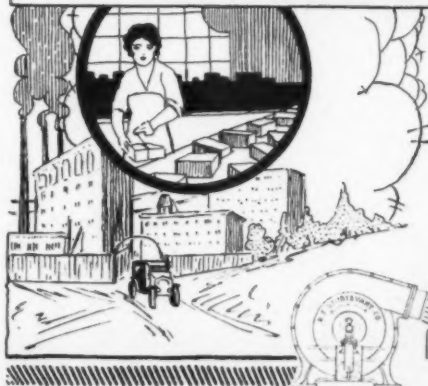
**B. F. STURTEVANT CO.**

Hyde Park, . . . . Boston

NOTE—The photo shown here is the Air Conditioned Packing Room of his western factory.



**W. L. FLEISHER & CO., Inc.**  
NEW YORK CITY  
Design and Install all  
**STURTEVANT-FLEISHER**  
Air Conditioning Systems



## Sturtevant

PUTS AIR TO WORK



---

# Devine Continuous Vacuum Cookers

Steam Jacketed or Gas Heated



Devine Continuous Steam Jacketed Vacuum Cooker.

Cooker furnished complete with two Tilting Kettles, Swinging Vacuum Dome, Condenser and Motor-driven Vacuum Pump, all mounted on Continuous Cast Iron Base Plate, ready for steam, water and wiring connections.

Extra high Steam Jacket.

Each Kettle alternately used as Melter and Vacuum Cooker, without transferring syrup, preventing grained and cloudy batches.

Capacity, 200 lbs. per charge.

---

**J. P. DEVINE CO.**

BUFFALO, NEW YORK

---

SELLING AGENTS:

Special Machine Company

39 Cortlandt Street, New York City

# The Devine Line of Candy Machinery

## DEVINE CONTINUOUS VACUUM COOKERS

Steam Jacketed or Open Fire

## DEVINE 5-ROLL and 3-ROLL STEEL REFINERS—LARGE CAPACITY

52" x 22"

51" x 20"

40" x 16"

## COMPLETE PROCESS FOR THE EXTRACTION OF 98% PURE COCOA BUTTER

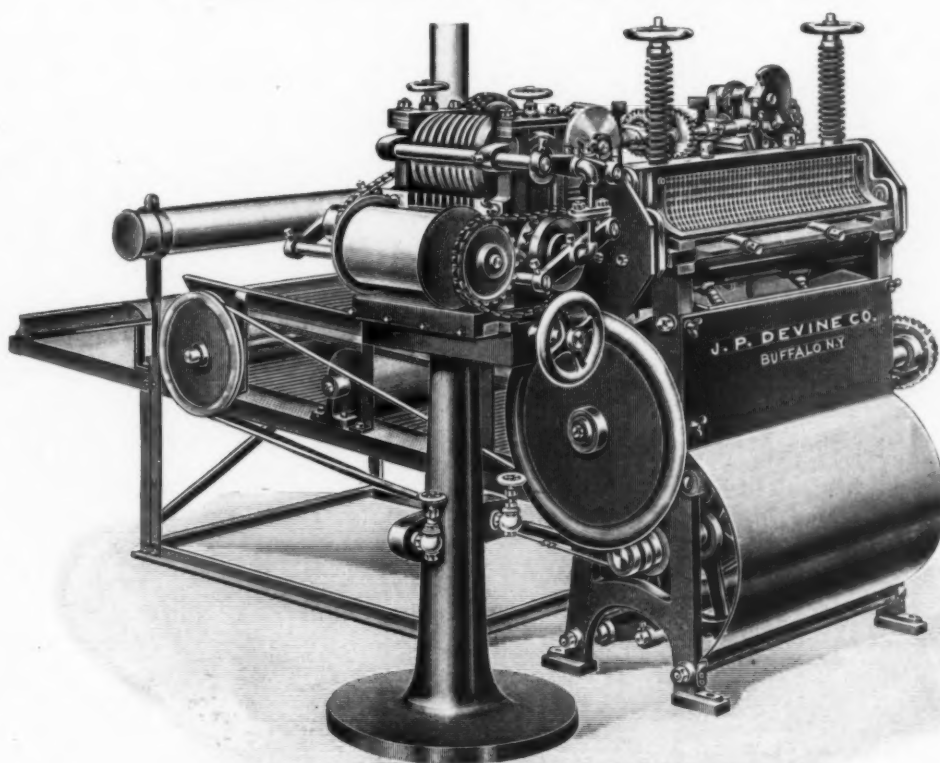
## COMPLETE PROCESS FOR THE RECOVERY AND DRYING OF MOULDING STARCH

## THE DEVINE-VIENNA STANDARD PLASTIC PRESS FOR FILLED CANDIES

Clear or Satin Finish

## THE DEVINE-VIENNA PLASTIC AUTOMAT

An ingenious combination of Sizer, Press, Conveyor and Cooler



## DEVINE TRIPLE HAND-HAMMERED COPPER KETTLES

## DEVINE VACUUM PANS

## DEVINE VACUUM DRYERS AND EVAPORATORS

## LONGITUDINAL CONCHES OF LARGE CAPACITY.

## SPECIAL MACHINE COMPANY

39 Cortlandt Street

NEW YORK CITY

Selling Agents for J. P. DEVINE CO.

Chicago Representatives — W. & N. HOLMAN, Permanent Confectionery Exhibit, Wrigley Building

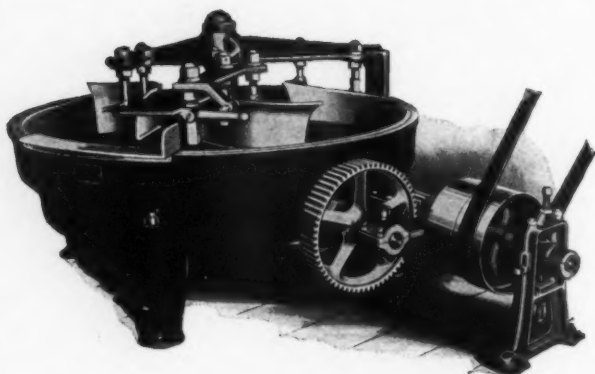


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# **"You can't beat 'em"**

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## **The Ball and Dayton Cream Beaters and Coolers**



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### **The Dayton Beater and Cooler**

References, detailed description and prices  
on request.

Fully protected by patents.

Beware of imitators and infringements.

---

President Harris says: *"We cannot avoid competition, as it is inevitable at all times, but we can prepare ourselves to meet it, and the equipment for such preparation will not be the apparently easier method of cutting prices, but by attaining more efficiency in each department."*

The Ball and Dayton Beaters are proven time-and-money-savers while producing just the kind of work which the finest quality goods demand.

**The Answer: Lower costs and more profits.**

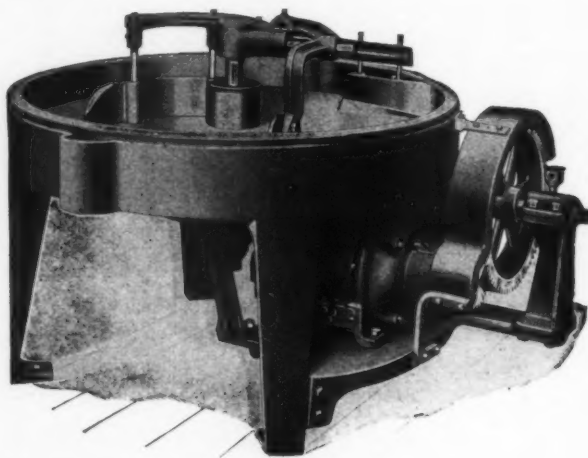
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### **The Ball Beater and Cooler**

The above illustration shows motor attached to machine with gear drive. This can be applied to either our 3, 4 or 5 foot Ball machines, also our 5 foot Dayton machines. Price upon application.

Notice the rigid and substantial construction of the motor attachment.

---



Send for descriptive literature on entire line giving sizes, capacities, horse-power required, speed, weights, details of construction and net prices.

---

**THE BALL CREAM BEATER CO.**  
DAYTON, OHIO

---



# Send for this literature—

It gives practical recipes which  
have been tested and proven  
by successful  
confectioners.

It will help you  
make the best  
candy,—

So will

**KOKOREKA**

For Chocolate  
Coatings and  
Caramels

**PLASTIKO**

For Fillings

**PARASUB**

For Easter and  
Penny Goods

Our practical demonstrators "Armitage"  
and "Hickey" are in the field constantly,  
working with the superintendents and  
practical men of the candy factories. This  
is part of our service. Can we be of  
service to you?

Write for free samples and booklet—"Science in Confectionery;" also for our new special literature "Uses and Abuses of Chocolate Coating," "How to Salt Peanuts" and "Popping Corn with Ko-Nut."

## INDIA REFINING CO.

McKeen and Swanson Streets  
PHILADELPHIA

Stocks Carried in All Principal Cities

*The Mark of Quality Cocoanut Products*



## QUALITY IS THE ONLY HONEST POLICY

And this carries all the way down the line.

From the raw material maker to the manufacturer, through to the retailer.

None can shirk the responsibility to give the consumer Purity, Quality and Goodness.

If the other ingredients you use be of the same high standard as

### AMERICAN COCOANUT BUTTERS

they will carry Quality right down the line—from raw material to the tickling of the consumer's palate and to the protection of his stomach against impure, hard-to-digest products.

#### ACOMO

For chocolate work, Caramels, Nougats, Fudges and Butter Scotch.

#### ACOMINE

For Kisses, Salting Nuts, Slab Dressing, Pop Corn Confections and Fillers for Hard Candies.

#### MAROKO

For Layer Caramels or Nougats and as Fillers for Delicate Wafers.

#### PURITY AND QUALITY FOR CANDY DAY, OCTOBER 14TH

An impure lollipop started the whole Westfield Pure Food Movement. Play up the Purity and Quality of your Candy and the fact that Candy, according to Chicago's Health Commissioner, is not a luxury, but should be on the table and eaten after meals. Then you'll have a Big Candy Day every business day of the year.

To insure the Quality of Honesty write today of your problems. Our laboratory will tell you **which** American Cocoanut Butter you need for any specific purpose.

## American Cocoanut Butter Company

#### CHICAGO

127 N. Dearborn St.

#### NEW YORK

297 Fourth Avenue

*To insure prompt service, complete warehouse stocks are maintained at the principal distributing centers.*

**Ucopco**  
**Pure Food**  
**Gelatine**

## "Open Your Mouth and Shut Your Eyes"

You, too, will be agreeably surprised at the improvement in your Marshmallow pieces when you start using UCOPCO Gelatine.

Their meaty body and fluffy tenderness immediately popularize them.

Then—with eyes wide open, the consuming public will look for your package and your trade name.

**The United Chemical & Organic Products Co.**

4200 S. Marshfield Ave. 401 E. 45th Street  
Chicago, Ill. New Orleans, La. New York City

*"UCOPCO Comes Sealed  
in Red Drums"*

# Ucopco Pure Food Gelatine

# THE NUCOA LINE

## For the Biggest Fall Trade you ever enjoyed

National Candy Day, October 14th, will sharpen the Sweet Tooth of All America. It will start Fall business off with a **bang**.

It will also give the Retailer a gauge on which of his products **sell best**—and which ones prove Repeaters.

This then to remind you that the Nucoa Line—A Butter for every purpose—has been trade-building and prestige-building for twenty-five years.

And **every** Nucoa-made Product is a Product that sells **Best**.

## Follow the Nucoa Line

**NUCOA BUTTER**, a hard butter for rich, satiny chocolate work, perfect caramels, nougat, taffies and all chewing candies.

**NUCOLINE**, a soft butter, for salting nuts—the true flavored, keep-sweet kind, that are money makers; also for slab dressing, popcorn confections, etc.

**PLASTIC NUCOLINE**, for layer caramels that literally melt in your mouth, and as a filler for delicate wafers.

Get in your order for the Nucoa Line today or for the Butter that best suits your purpose.

Nucoa Butters come to you sweet and as fresh as dew and they're guaranteed to stay so.

## Get in Line for Candy Day

Educate your customers to the fact that sugar is the quickest of all energy foods and that a child's craving for sweets is a craving for energy for his almost ceaseless activities. Then you can make every day "Candy Day" in your town.



## THE NUCOA BUTTER COMPANY

Refinery Sales Department

NUCOA BUILDING, 4th Avenue at 23rd Street  
NEW YORK CITY

Complete warehouse stocks maintained at principal distributing centers.



# A BIG IDEA



## *Special DeLuxe Holiday Wrappers for Your Regular Boxes!*

**I**N accordance with our policy of co-operating with the confectioners in every possible way, we have devised a means whereby you can boost your holiday sales without fear of overstocking holiday boxes.

We have made arrangements to lithograph a complete set of special labels—a design for every holiday. These go on your regular boxes, converting them at once into de luxe packages. If, after the holiday, you are overstocked with special packages, simply **tear off the wrappers**, and your package can be put back in stock.

Send us your 1 or 2 lb. box, for size, and we will see that you are supplied with any desired number of wrappers at a fraction of what new boxes would cost. This service is rendered by us entirely without profit. Orders for Thanksgiving will not be accepted after September 15.

## Runkel's Chocolate Coatings

Quality wins in the long run. The confectioner who uses Runkel's Chocolate Coatings is building a reputation for quality that is the strongest foundation of success.

### RUNKEL BROTHERS

450 West 30th Street, NEW YORK



# Fritzsche Brothers, Inc., New York

Chicago Branch: 33-35 West Kinzie Street

---

Manufacturers, Importers and Exporters of

## Essential Oils, Fruit Flavor Bases, Cumarin and Vanillin

---

Seasonable Offerings:

**Oil Peppermint, Guaranteed Absolutely Pure and of Finest Flavor**

**Oil Lemon and Sweet Orange, F. B., Handpressed  
of Unexcelled Quality**

### Hard Candy Flavors

APPLE  
BANANA  
BLACKBERRY  
CHERRY (with Pit Flavor)  
CHERRY (without Pit Flavor)  
CHERRY, Wild  
CURRANT, Black

CURRANT, Red  
GOOSEBERRY  
GRAPE  
HONEY  
LOGANBERRY  
PEACH  
PEAR

PINEAPPLE  
RASPBERRY  
ROSE  
STRAWBERRY  
STRAWBERRY, Preserved  
VIOLET

THE reception accorded to this new group, which we placed on the market only a short time ago, has been gratifying and supports all we claim for them. These flavors are of the highest concentration, have the delicious aroma of the fruit itself and have been manufactured with a special view to permanence and TO WITHSTAND CONSIDERABLE HEAT. In addition to the large

amount of natural extractive matter from the fruits present, the Flavors contain sufficient Ethers, Esters, Vegetable Tinctures, etc., to provide the necessary strength and impart the special characteristics necessary and claimed for this group.

For all other kinds of confectionery, particularly cream work, the following groups have been successfully employed:

### TRUE FRUIT AROMA ESSENCES

Extra Concentrated

which represent nothing but the extractive matter of SOUND, RIPE FRUIT; and our

### FRITZBRO-AROMES

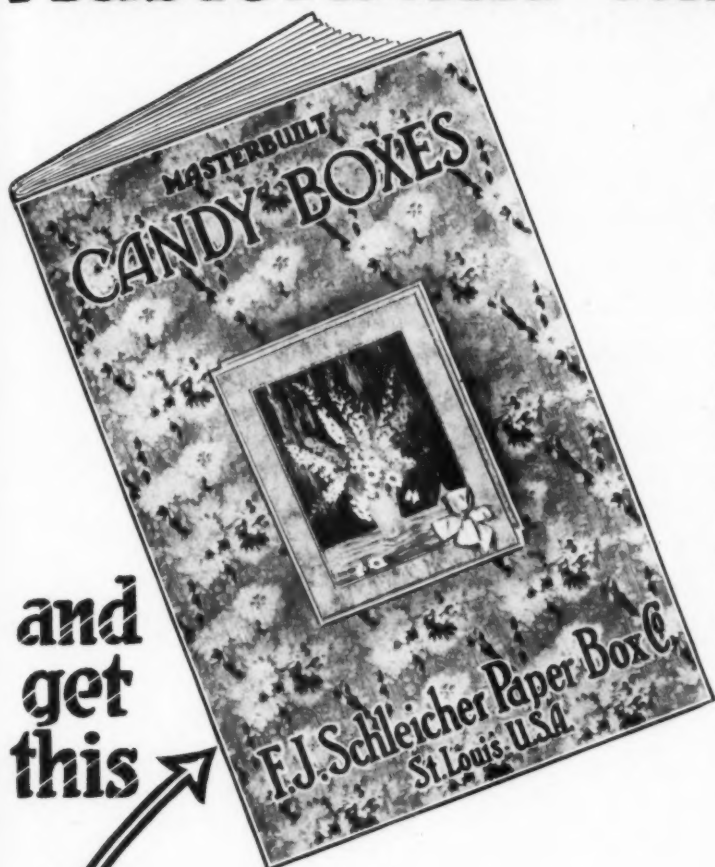
which are the IDEAL FLAVORS OF HIGHEST CONCENTRATION, based on Fruit Extractions and fortified with other harmless ingredients to accentuate the SPECIAL CHARACTERISTICS of the respective fruit.

With these lines, you can solve ANY PROBLEM of flavoring candies, of whatever kind they may be. Samples and further details will be cheerfully furnished upon application.

# JUST OUT!

Send for your copy of our new catalogue of

## Masterbuilt Candy Boxes



and  
get  
this

### A Masterbuilt Service

for users of Special Design  
Packages

WHILE our new catalog shows a most attractive and complete line of boxes, it does not mark the limit of our service. New numbers of individual designs of the moment are constantly being added. And beyond this is an exceptional service. Our department of design is freely at your service.

This department creates original and individual designs and packages—boxes that set the user distinctively apart from all others. The advice and service of this department in creating an individual package for you is offered without charge or obligation.

Mail this

Let us originate an individual design  
for your next new package.

**F. J. Schleicher Paper Box Co.**

CHICAGO

ST. LOUIS, MO.

LOS ANGELES

*Tear this out or use your letter-head*

F. J. SCHLEICHER PAPER BOX CO.,  
1811 Chouteau, St. Louis, Mo.  
We will be glad to receive one of your new catalogues  
of Masterbuilt Candy Boxes.

Name \_\_\_\_\_

Per \_\_\_\_\_

Address \_\_\_\_\_

**The Candy  
Manufacturer**

*For the Buyer's Information File*

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## VI. Dietary Value of Physiological Action of Gelatin

Dr. R. H. Bogue

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A. W. Lissauer

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Dr. Bovard

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C. W. Taussig

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by Dr. A. P. Bryant

Consulting Chemist, National Confectioners Association

1. Is Candy Ever Poisonous?
2. Testing of Ingredients Entering Into Candy.
3. The Chemical Examination of Candy.

by Dr. Frederic W. Murphy

Frederic W. Murphy Laboratories

- I. Problems Presented to a Chemist.
- II. Factory Control from the Chemist's Viewpoint.
- III. The Meaning of Pure Food Standards.
- IV. The Building of New Types of Confections.

by Dr. Stroud Jordan on "Coloring Material in Confectionery"

1. Removal—"Decolorizing Carbons and Their Value to the Manufacturing Confectioner."
2. Some causes of color in sugar products and their prevention.
3. Color comparisons and determinations.
4. Commercial colors; their uses and abuses.
5. Standardization of colors for confectioners' use.

## Five Articles on Chocolate and Cocoa

by Robert Schwarz and M. A. Posen

of the Schwarz Laboratories

## Five Articles on Purchasing Candy Factory Supplies

by a Purchasing Agent

### PRODUCTION UNITS

Is each department of your factory laid out in *units*, so that maximum production can be obtained with the minimum equipment? For instance: Taking the depositor as the key machine, are you equipped with cookers and beaters to keep it fed to capacity, and also the necessary equipment, no more and no less, to take care of the output?

Taking a marshmallow of a given size and weight as a basis, it would be interesting to know the maximum production from a *marshmallow manufacturing unit*, that is, the kind and size of cookers and beaters to keep the depositor working all day, the number of starch

boards, and other equipment to take care of the output, the amount of starch used, the drying room capacity, the help required, and finally the *pounds production* from that unit. There are a number of variables in a matter of this kind, but with a record of the conditions under which the production was obtained the complete record would be with something as a basis upon which to work toward. At least, the information would be rather interesting.

THE CANDY MANUFACTURER is working up some records of this kind for future use of our subscribers.



Reproduction of Metal Slogan Counter Card—Actual Size 11¼x5¼ inches.

Made of 30-gauge Bessemer steel, equipped with pulp backs, two-wing easel and silk cord hangers. The border trim is beveled and the printing is by the engraved process with a dull satin finish. The colors are dark purple, lavender, white and yellow, all beautifully blended. The sign can always be kept bright and clean by rubbing the surface occasionally with a damp cloth.

*This is the official slogan of the candy industry and every manufacturer should have an ample supply for the retail trade—good the year around.*

*Price 20c each. Now ready for immediate delivery from Publicity Department, National Confectioners' Association, 208 N. Broadway, St. Louis, Mo.*

## Are Your Retail Dealers Ready for Candy Day—October 14th?

**A**S this article is being written the Publicity Department of the National Confectioners' Association is busy shipping out Candy Day window trims to manufacturers to be furnished free by them to retailers.

See that your dealers are supplied with sets of window trims (as illustrated on page 42) for advertising Candy Day because they will certainly need them to get their share of increased sales which will be stimulated by the Candy Day campaign.

The success of Candy Day, as we said in last month's issue depends upon the *retailer* and the Candy Day campaign must necessarily revolve around the dealer because of his direct contact with the consumer.

We manufacturers should take the initiative to see that the retail distributors of candy are well equipped and organized to make Candy Day a big success in their respective communities.

We can impress the retailers with the fact that unless they have the Candy Day trims up in their windows people are not going to be

reminded of Candy Day as they pass their store, but with these trims in place there will be that strong suggestion to buy candy to "Make Somebody Happy." The passerby will realize that the kiddies, the sweetest girl and the whole family will be expecting a gift of candy. These trims will be money-makers and are most essential to all of us for a successful Candy Day business.

The candy jobbers and the jobbers' salesmen will be important factors in getting the retail dealers to get behind the Candy Day movement, and we must enlist the enthusiastic, whole-hearted co-operation of the wholesale distributors of candy in this movement.

### Help Retailers Organize a Local Candy Day Committee

The second most important thing for the retailer to do on Candy Day is to co-operate in every way possible with his local committee in any plans they may make for Candy Day. He must do all he can to help them put across any local advertising campaign which may be

(Continued on page 47)



# Flavor Value

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Value is not composed of a single element; mathematically speaking, it is a function of both price and quality; it can only be computed on the basis of price paid and quality received.

The wise buyer of flavoring ingredients confines his purchases rigidly to sources of supply which guarantee him the maximum return in value, the most economical co-ordination of price and quality.

Flavoring materials recommended by the House of Ungerer meet this requirement to the complete satisfaction of the most exacting purchaser.

We urge exhaustive test of our

## OZONE-VANILLIN

OIL PEPPERMINT

OIL WINTERGREEN

OIL ORANGE ITALIAN

OIL ORANGE WEST INDIAN

OIL LEMON SUPERFINE

SIMILE FRUIT ESSENCES

NATURAL FRUIT FLAVORS

CONFECTIONERS' FLORAL FLAVORS

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*"Our Quality Is Always Higher Than Our Price"*

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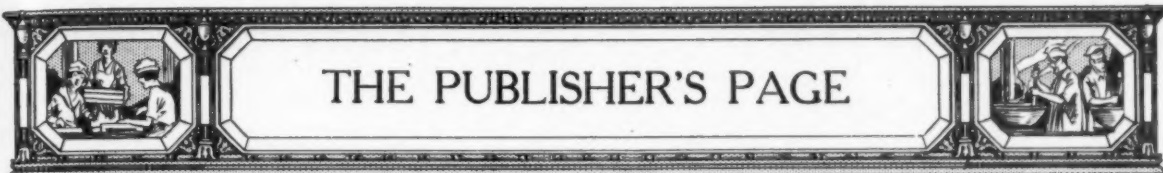
## UNGERER & CO., New York

124 West Nineteenth Street

CHICAGO  
189 No. Clark Street

PARIS, FRANCE  
11 Rue Vezelay





## THE PUBLISHER'S PAGE

### What Is Your Manufacturing Problem?

We make no promises to solve your problems, but we will do the best we can toward giving you information which will be of service to you. This magazine should be a clearing house of manufacturing problems. One manufacturer's problem might be the solution of another's. Furthermore, these problems will help us direct the editorial program of **The Candy Manufacturer** so it will be of utmost practical value to you.

#### Is It Production?

Are you satisfied with your plant layout? Do you have reason to believe that you have an excess of lost motion in the factory which might possibly be overcome by a different floor plan, a change in equipment, or a special machine of some kind? Do you want a superintendent or help of any kind?

#### Is It Uniformity?

Do you have certain batches that run *off standard* for some unaccountable reason? If so, send in your problem, a detailed explanation of the conditions, a few samples of your product, and *your formula*.

#### Is It Quality?

Does your product measure up to your own ideal of just what you would like to produce?

#### Is It Personnel?

Have you a problem in industrial relations?

Is it a matter of handling help or organization of the labor in your factory?

#### Is It Buying?

What are your problems in the purchasing department? Are you having difficulty in obtaining the quality and quantity of just the supplies you want? Do your purchasing records give you just the information you need?

#### Is It Selling or Advertising?

Are you wrestling with a merchandising plan and policy that is not altogether satisfactory? Do you want a new design for your trade-mark or the trade name of your product? Do you want representation in a certain territory, a market analysis and survey, an advertising agency connection, a sales manager, or more salesmen?

#### Is It Shipping?

Are you using a satisfactory container? Have you a delivery problem?

#### Is It Finances?

Do you want more capital? Do you want to sell out? Do you want to buy out a factory or buy in one?

#### Is It the Weather?

Is the air too hot or too cold or too damp or too dusty or too full of bacteria? What is your problem in getting the right atmosphere for an ideal working condition?

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### An Appreciation to Our Subscriber-Editors

The main reason why this issue is probably the most interesting issue in the history of our magazine is because it is edited mainly by our subscribers.

We realize that much of the valuable and interesting material on the various phases of candy factory management must come directly

from the executives and practical men of our industry. Every subscriber is automatically on our staff as a *subscriber-editor*.

Therefore, please assign yourself a subject and send in your letter or manuscript to be used in the next available issue.

EARL R. ALLURED, *Editor-Publisher*.

## *Remember—*

**T**O make good candy at all times—not just sometimes, you cannot afford to use make-shift raw materials and substitutes. You must buy and use standard products at all times—products that are uniform; uniform sugars, uniform gelatines, uniform flavors and uniform colors.

And when you want to use *Nulomoline* be sure you buy *Nulomoline* because *Nulomoline* is standard and is uniform at all times.

---

### The Nulomoline Company

111 Wall Street  
NEW YORK, N. Y.

BOSTON

CHICAGO

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# Announcing—

## To Chocolate Manufacturers

and Chocolate Departments of Candy Factories:

A series of five articles on

## Cacao Products

by **Robert Schwarz and M. A. Posen**

*of the Schwarz Laboratories*

**Mr. Posen** is a graduate of George Washington University from which he holds the degrees of B. S. and Phar. D. He also served his Alma Mater as Professor of Chemistry in the College of Pharmacy. Prior to his affiliation with the Schwarz Laboratories in 1920, he had been chief chemist for eleven years in the Department of Health of Washington, D. C., and also collaborating chemist of the Bureau of Chemistry, U. S. Department of Agriculture.

**Mr. Schwarz**, who is the head of an organization that has specialized for many years in the chemistry of cocoa products, is a graduate of Columbia University. He has studied under Professor Jorgensen of Copenhagen and also attended the University of Berlin. Mr. Schwarz through his connection with the Schwarz Laboratories has made special study not only of the chemical problems that affect the chocolate industry, but also of the practical problems that arise in the operation of chocolate and cocoa plants.

Article 1. Introductory. Source, distribution and history of Cacao Products.

Article 2. Varieties, Composition, Commercial Production of Cocoa and Chocolate.

Article 3. Standards of Cacao Products. Forms of adulteration.

Article 4. Application and uses.

Article 5. Laboratory control.

*Exclusively for The Candy Manufacturer*

**This series will start with the October issue**

We suggest that executives order enough extra individual subscriptions for all department heads and practical men of the factory, preferably sent to their homes where these scientific articles can be read at their leisure and filed for reference in their own libraries. We do not keep stock of back issues unless bound volumes are reserved. (Price of Bound Volume, 12 issues, \$5.00.)

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**The Candy Manufacturer Publishing Company**

30 North La Salle Street, Stock Exchange Building

CHICAGO



Good as you know your product is,  
what would you pay for *100% repeat sales?*

*Consumers generally are careless, and corks, screw tops, spring tops, or clamp tops—anything that is the least little bother—are usually not put back at all or put back so that the product is not protected—your product spoils and the customer blames you.*

**D**ID you ever think of the Duplex Seal service in the light of *repeat sales*? The Duplex Seal, the simplest seal known, off with a quarter turn of the wrist, on with the same easy motion, yet seals the product perfectly and completely every time.

It is a big advance in the art of packing, and, needless to say, popular with the public.

The Duplex Seal is a standard closure, all Glass houses manufacturing machine-made ware can supply bottles and jars with Duplex Finish.

Write us for full information.

*Interesting information regarding the glass package art, artistic Seal designs, Seal liners to meet special chemical reactions, etc., gladly furnished by our Service Laboratories to manufacturers of hard candies. Our catalog is interesting.*

## *The* **Duplex Seal**

**A PERFECT SEALING & RE-SEALING  
CAP FOR GLASS BOTTLES & JARS**

**NATIONAL SEAL COMPANY, Inc.,**

*Executive Offices - 14th Avenue and 36th Street, Brooklyn, N.Y.*

*Works - BROOKLYN, N.Y. • PORTLAND, ME*

*815 Merchants National Bank Bldg., San Francisco, Calif.  
Webster Bldg., 327 S. La Salle Street, Chicago, Ill.*

*Liberty Central Building, St. Louis, Mo.  
Newport Bldg., 68 Devonshire St., Boston, Mass.*

*Duplex Seals manufactured and sold in Canada by The Canadian Bond Crown Co., Ltd., 75 Panet St., Montreal*





## EDITORIAL

### More Than Just a Buyer

"The factory manager in a medium sized plant like ours has little time to attend to anything but the day to day routine of getting production. He cannot possibly give the time that I can to what is going on outside," says a purchasing agent for an industrial plant, in a recent issue of "Factory."

This purchasing agent "does more than just buy." He is on the lookout, by gleaning the trade magazines and all advertising literature also on his buying trips, for new machines and improvements in equipment for new methods and materials which will cut the production costs of his own plant consistent with quality.

Executives are realizing more and more that no one else in the manufacturing organization should be so well able to keep in touch with new developments and changing conditions as the purchasing agent. If this department is well organized so he is not swamped with detail, the purchasing agent is on the lookout tower not only for new available factory supplies, but also for new uses of standard materials and new and different ways of handling them in the factory.

In this new era of "buying rather than being sold," of which Secretary Heydon speaks in this issue, the purchasing agent, of course, must be a close student of production, but he should also be a merchandiser to the extent of being a good judge of selling values and recognizing the sales points in a product based on a buying policy in general or an advantageous purchase in particular.

A purchasing agent who also has the selling instinct may interpret information coming through the purchasing department into a valuable selling argument which will give the advertising and sales departments just "that something" necessary for the complete success of the line.

The profits of 1923 to a great extent will be profits from purchasing and will be made by the purchasing agents who are more than buyers.

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It is the man who persists in seeing his ideal, who ignores obstacles, absolutely refuses to see failure; who clings to his confidence in victory, that wins out.  
—*New Era.*

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*To hit upon an idea is mere play;  
To follow it out to its logical conclusion is real work!*

### Has the Candy Business Come Back?

"We are in line for the greatest fall business since 1917. . . . No brighter outlook has ever been ours for both manufacturer and jobber of confectionery. If we will but look ahead, plan our sales efforts and 'stick to our knitting' this coming fall and winter, trade will more than meet our expectations," says Mr. Marsh of the Rochester Marshmallow Company, in his round table editorial on page 45 of this issue.

Mr. Burns of Seattle says, "Business with us for August has started off with a rush and we are looking forward to a very good fall season." (Page 44 of this issue.)

"With the air now well clarified, there is no question in my mind but what the confectionery industry will witness the largest volume of business the balance of this year that it has experienced for some time past," says Mr. Van Engers (page 49).

"For the first time in two years we are justified in talking optimism. We may not have prosperity for a year or more, but we are justified in preparing for it," says Roger Babson at the recent annual Industrial Conference at Wellesley Hills.

From the candy supply and machinery field we hear of orders and rumors of "deals" of pre-war proportions. Here and there we find a candy manufacturer working two shifts and snowed under with orders at this time. In the same mail we find another manufacturer or two has made an assignment or has dropped out of the race.

The mills of the gods have ground exceedingly fine in our industry the past few years. Misfortune, reverses, and disaster in many instances have proven to be blessings in disguise, either for the individual or the industry or both. The law of compensation seems to be very much in evidence to the profit and satisfaction of those who are giving honest values and service, and to the damnation of those who have lived "off the fat of the land" only and who have been "getting while the getting was good," irrespective of economic consequences.

"Prosperity has a habit of walking hand in hand with those who serve best."

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### Beg Your Pardon

An article by V. L. Price on "Coach the Retailer on Candy Merchandising," and the article on "Purchasing Records," by E. J. Smith, were received just too late to get into this issue and too late to correct the contents on Front Cover—they will appear next month.

## The Purchasing Agent's Creed

**S**INCE I BELIEVE that the position of purchasing agent is honorable, worthy, responsible and calls forth the highest ethical principles in relationship and dealings with men, I pledge myself to emulate in all of my daily duties the lofty, yet practical, ideals set forth in the following creed:

*I BELIEVE* absolutely in honesty and sincerity—in thought, action and deed.

*I BELIEVE* it is my duty to elevate the standards of my profession by study and service.

*I BELIEVE* in the ideals embodied in the Golden Rule—"All things whatsoever that men should do unto you, do you even so unto them." Therefore, I believe in courtesy and good will toward all.

*I BELIEVE* in the "square deal" toward the company I represent, with myself, and toward the men with whom I do business.

*I BELIEVE* it is the duty to refuse and renounce gifts or perquisites from those with whom I transact business.

*I BELIEVE* in enthusiasm, progressive methods, and success; in the exchange of ideas and association among fellow purchasing agents and in fulfilling all my obligations like a man.

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## Comments on Purchasing Refined Sugars

**B**UYERS of refined sugars no doubt are taking the opportunity of looking over their purchases for the year thus far and determining the degree of success attained and just what influences prompted their operations. They are no doubt determining the value of their own judgment and the value of opinions of others who are used as intermediaries or sources of information. The degree of success attained thus far this year must be based upon sugar conditions only. On this basis buyers should ascertain whether their average price paid for sugar is higher than actual conditions warranted, and if found to be so, place their finger upon the weak spot in the chain of operations and take measures to correct it for future operations.

Manufacturers and large users of refined sugars eventually discover that it is not a waste of time to continually study the sugar situation and keep in close contact with it through competent channels, but is a considerable saving on cost of raw material. They occupy a position quite similar to that of sugar refiners of the country who, because of the quantity of sugar they handle, are compelled to keep in closest contact with their raw supplies and conditions surrounding them. The manufacturer, because of a favorable price he is obtaining for his finished product, should not purchase sugar in a haphazard manner and ignore sugar conditions and the finer elements of sugar price making just because his manufacturing operation shows a profit sufficient to satisfy him.

Profit on manufacturing operations being based to a most important degree upon the cost of raw materials, the manufacturer cannot over-specialize in raw material market conditions and sugar is a very important, if not the most important, article entering his operation. Therefore the merits of all features connected

with buying channels and methods should be thoroughly considered.

One method is to purchase direct from refiners without the use of an intermediary (broker or agent). This method has some advantages, but the disadvantages more than offset. The principle feature against this method is that the buyers are deprived of impartial service, opinions and advices, as he is dealing directly with the principal, who is primarily a seller of sugar, and all efforts, opinions and advices given to the buyer are bound to be directed along that line.

The other method is to purchase through an intermediary (broker or agent). This service, through competent agents, is almost indispensable to the successful purchasing of sugar, as the buyer then obtains without additional cost to him the entire service of experts who are in contact with all phases of the sugar situation as well as maintaining personal contact with sellers and buyers. This method cannot be recommended too highly, but the intermediary must be selected with care and supplemented with the buyer's own judgment from first hand study.

In the United States the refined sugars important to buyers according to relative importance of territory are East and West Coast cane refined sugars, Louisiana cane refined sugars and beet refined. In addition it is most important to know the qualities of the various sugars and the uses for which they are best suited. Quality governs many users of sugar. Prices and delivery conditions govern the others. In either case no buyer, no matter where located in the United States can afford not to study the sugar situation continually, both from the domestic and world-wide viewpoint.

# Buying vs. Being Sold

by H. R. Heydon

Secretary, National Association of Purchasing Agents

Exclusive for The Candy Manufacturer

**T**HE average business man used to think that there was only one phase to business and that was selling. The salesman turned the wheels of commerce. Success depended upon his efforts.

Of course this impression was conveyed in most part by the salesman in selling himself. It was his stock in trade to make himself just as important as he could. He was a student of human nature for that reason, and employed every measure at his disposal to make a sale. That was his function. Without the salesman and his persuasive powers there would have been many less lines and varieties of products than there now are, and the need of simplification and standardization of commodities would not be so apparent.

However, the salesman got the business and that meant production and dividends for his concern, and increased income for himself.

The modern purchasing agent has no argument with the salesman. Whenever the salesman has some article that is wanted he will be given an order, but not otherwise, *for the purchasing agent now buys instead of "being sold."*

A new era has opened up for the purchasing agent, an era of research and co-ordination. The purchasing agent conducts his own investigations and obtains first-hand opinions with regard to the quality of the material and equipment he has to buy.

## Modern Buyer Visits Sources of Supply

The possibility of good concerns sending out impractical salesmen and concerns offering inferior products being strongly represented is too great a risk to run when purchasing material, upon the value of which his concern is figuring its margin of profit. It is so easy to make a mistake in placing an order when there is only a minimum of information available that the modern purchasing agent now *visits the plants of the concerns that produce what he requires*, and in this way secures the facts on which to base his placing his order and arranges for co-operation and service.

The purchasing agent who follows this procedure develops a practical experience and better understanding of his order that makes possible many economies in production and im-

provements in quality. When part of the order is to be filled by a second concern, it is of equal importance to secure reliable information as to its dependability.

While these trips might have seemed unwarranted to the business man of yesterday, they are now being considered in the same light as the insurance policy that is a part of the cost of business. If a production plant is worth insuring against various kinds of loss, it will bear being insured for the quality and supply of its materials for fabrication.

*The modern purchasing agent insures himself against possible mistakes and widens his vision by going out to buy instead of remaining in his office to be sold.* He is no longer isolated. He meets his fellow men in the spirit of mutual benefit and works with them to bring about positive reforms that will be of economic advantage.

## Has the Association Spirit

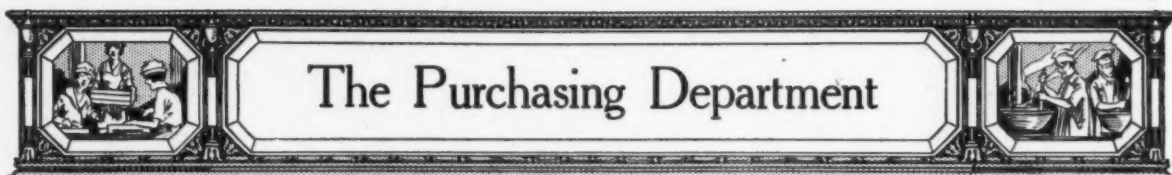
He has joined with others in the same profession in the creation of the National Association of Purchasing Agents, with forty-odd affiliated associations throughout this country and Canada, embracing over 4,000 members, for the very object to foster and promote their intercourse and co-operation.

He attends local meetings and annual conventions to hear his problems discussed and suggested solutions offered. Close personal contact with others brings out the value of his own opinions and creates personal confidence, while hearing the experiences of other men frequently stimulates ideas that can be put to practical use.

*The wise corporation executive, realizing that the present situation demands more analysis than he is able to give, places full confidence in his purchasing agent and encourages him to buy, rather than be sold.*

The modern purchasing agent has perspective. He judges the market for his needs in its relation to general business conditions and maintains a balanced viewpoint that is unperturbed by sporadic fluctuations. And it is such a viewpoint that has made him the important advisor in matters of administration and business policy.





# I—What to Specify in Ordering Raw Materials

The first of an extensive series of articles on  
**"Purchasing Candy Factory Supplies"**

prepared by the purchasing agent of one of the foremost manufacturing confectioners in America

*This series will be of vital interest not only to every individual in the purchasing department, but also to the superintendent and all practical men of the factory. A list of 144 raw materials and their specifications will appear in next issue.—EDITOR.*

*Exclusively for The Candy Manufacturer*

**A**S it ever occurred to you that many of the legal controversies and so-called food violations, which arise in our daily dealing with raw materials are directly attributable to some buyer, who, through ignorance or neglect, has failed to employ the simple precautions necessary to safeguard the interests of his concern? Even the big manufacturers occasionally become careless in this regard and it is then that the pitiless notoriety of the newspapers brings home to us the seriousness of such omissions.

Just recently a New York food investigator came forth in triple column with a vitriolic indictment of two of the most respectable firms in the country, the one a confectioner whose products are known from one end of the country to the other, and the other a supply house with a long record of honesty and square dealing.

During the ship's voyage from Ceylon some of the bilge water leaked into the hold and injured a quantity of dessicated cocoanut. Unaware of the damage, the supplier delivered a part of the lot containing a case of the decomposed material. Aside from this one case, the lot he delivered was in perfect condition. But the fact that a health inspector discovered the case on the buyer's premises before he got around to destroying it was apparently sufficient justification for the journalistic tirade which followed. That the buyer's responsibility in the matter would have been appreciably lessened had he exercised greater care in the preparation of his order is indicated by the following lines:

"It was brought out during the investigation that the buyer had failed to specify the brand on his order, nor did the salesman know what brands his house carried." Surely, if so simple an expedient as specifying

the brand will help, it is a detail too valuable to overlook.

## The Practical Value of Specifications

Careful specification in the ordering of raw material has for its object the accomplishment of four important things: First, it insures the quality of the material you buy; second, it assures you of uniform material with which to maintain a uniform product; third, it precludes a lot of needless misunderstanding with the suppliers, and last, it serves notice to the world in general, and to the food authorities in particular, that it is your honest purpose to employ in the manufacture of your candy only those materials which are of known purity and wholesomeness.

Aside from the necessary insistence upon purity, it is for you to determine which grades of material are best suited to your individual needs. The supplier is not a mind-reader. He cannot possibly understand your wants as you understand them, and unless you make the order fool-proof, very likely some twenty-dollar-a-week clerk will get the wires crossed and ship a quality very different from what you had in mind when you placed the order.

Where the order is a "repeat" and you simply state "same as last," the chances that you will get goods out of the same lot are about fifty-fifty. You may get them; then again that same clerk may be in a hurry to catch the 5:15, or he may have mislaid the "dope sheet" which tells him what you had before, and consequently you get something a trifle different—just enough off standard to keep your production department in hot water until that particular shipment is worked off.

Or the material may be obviously wrong and next morning, when the truckman comes thundering up to your door, your receiving clerk



signs for the unopened packages! Then the battle with the supply house is on. The factory sends you an S. O. S. that they have used up the last of the old material. To use the new may mean a variation in your product.

Lack of specifications on your order has left you without definite grounds for rejection. Of course the supplier may be very obliging. He may rush right over to exchange it for you. But more often there is a delay of several weeks, during which the plant clamors loudly for material, while the supplier insists that you keep the goods he delivered to you. Or he may demand, fairly enough, that you pay the trucking charges both on their delivery and return. Had the order been fool-proof the supplier would have had no alternative but to take the goods back at his own expense.

#### **Specifications, Evidence of Good Faith**

This brings us to our last point, serving the world with notice of intent. If at this moment a visit from an inspector should find you with a couple of cases of figs in a state of partial decay, he would insist upon immediate and definite proof that you did not intend to use them in your product, failing which you would be expected to contribute to the municipal authorities. But if you showed him your recent order reading, "Fancy, new crop Smyrna figs; free from mould, fermentation and animal matter," he would probably depart with a brief warning to remove them at once. If you prove by your specifications that you are taking every precaution to keep your candy pure and wholesome, even the most skeptical magistrate, influenced by the psychology of it, will be prejudiced in your favor.

Many buyers believe that their protection lies in buying according to sample. As a matter of fact, not only is it difficult to prevent the loss, spoilage or destruction of samples kept for purposes of record, but most supply men would find it impractical to comply with the legal requirement of having each sample sealed in the presence of witnesses.

#### **The Legal Importance of Specifications**

Indicative of the care which it is necessary to exercise in stating your specifications is the

legal significance of the order itself. An unacknowledged order involves no legal obligation. The supplier's acknowledgment, however, makes it a contract valid in law. Whether the acknowledgment be oral, written, or consists of a partial execution of the order affects the status somewhat, but only in degree. The important fact for us to remember is that *once the order is out of our hands, any kind of an acknowledgment on the part of the supplier completely transforms it into a legal instrument*; therefore an order is entitled to the same painstaking care in preparation as a bill of sale covering goods of like value.

In one instance, a stock clerk charged with following up deliveries called up the wrong supplier to ascertain a delivery date. Probably all he said was, "We are all out of peanuts. When are you going to send us those 25 bags?" Interpreting his inquiry to be a brand-new order, the supplier mailed him a delivery order.

A year and a half elapsed, during which the value of the material declined to one-third. Then the bolt fell! The buyer maintained that he had never received the delivery order, but investigation proved that invoices covering the goods had been received and side-tracked because no order covering them existed.

When the supplier proved that he had placed his delivery order in the mails, whereas the buyer could not prove as much for its return, the buyer's attorney advised that he accept delivery of the goods, pay 18 months'

storage, and stand the depreciation in value, rather than risk the publicity of a litigation wherein the supplier's claim was valid.

That an acknowledgment of any kind is susceptible to so extreme an application is alone sufficient reason for carefully supplementing the order with clear and detailed specification.

#### **Choosing a Standard of Quality**

Before enumerating the various details which it is desirable to incorporate in the order, it might be well to point out that no two confectioners are likely to require identical materials for their products any more than they are to use the same formulas. Although the essen-

(Continued on page 58)

### **The Complete Serial on Purchasing Raw Materials**

1. **What to Specify in Ordering Raw Materials.**
2. **Care of Raw Materials In and Out of Storage.**
3. **Customs of the Raw Material Trades and Their Relation to the Candy Industry.**
4. **Maximum Use of the Laboratory in Selecting and Caring for Raw Materials.**

These articles on "Purchasing Candy Factory Supplies" no doubt will extend over a period of six to eight months as it will require two issues to cover some of the subjects. A synopsis of the balance of the series will be announced in a later issue.

Inquiries, questions and open discussions, on any phase of Purchasing, from our subscribers will be appreciated. Will the purchasing agents and executives in our industry cooperate in helping us make this series of articles a complete manual for the Purchasing Department of a candy factory.—*Editor.*

# Some Experiences and Suggestions in Buying Walnuts

by Edgar H. Savage

Purchasing Agent, W. F. Schrafft and Sons Corporation

**I**N the manufacture of confectionery almost every kind of fruit and nut grown in the world is used, but of them all probably no one of them is more popular than the walnut. It is estimated that the United States imports from 250,000 to 300,000 cases containing 55 pounds (net weight) each of walnut meats annually, and it is fair to say that a very appreciable percentage of these are used by confectioners.

The kinds that are shipped to this country are the Mayettes, Chaberts and Bordeaux walnuts grown in France; Spanish; Manchurian grown in China; Italian, and Roumanian. Of these many varieties, those that are used principally by the confectioner are those shipped from France and China. Our own State of California produces large quantities, but they are not adaptable to the confectioners' art on account of their poor appearance due to the large percentage of dark meats among them and their flavor, which does not compare favorably with those grown in France.

## Mayettes, Chaberts and Bordeaux

Of all the different kinds, the Mayettes are considered the finest, for they are usually of delicate flavor, light color and bright appearance, and therefore command a much higher price than any of the others. The quantity of Mayettes grown, however, is comparatively small and therefore it is necessary for the confectioner to resort to the use of Chaberts, which, in the opinion of many, are of equally good flavor, but not of quite as good appearance. The quantity of this kind grown, however, is not very large (rarely exceeding 30,000 cases), so the third high grade walnut—the Bordeaux—is undoubtedly the one most generally used. A normal crop of Bordeaux walnuts is from 150,000 to 200,000 cases.

## Beware of Mixed Qualities—

In view of the large quantity imported and used in the manufacture of candy, it is very evident that there is much opportunity for misrepresentation as regards the kind, quality and selection, particularly when they are grown in so many parts of the world. The crop of strictly high grade nuts being so small has led to the mixing with them of others of inferior quality, and those familiar with the different kinds have often found Mayettes with Chaberts mixed with them; Chaberts with Bordeaux, and Bordeaux with Roumanian. This practice has

enabled shippers of walnuts to name attractive prices for the better grades, but the buyer has suffered for his lack of knowledge both in pocketbook and in quality of goods obtained.

## and Also an Excess of Broken Meats 95 Per Cent a Fair Standard

Another evil as regards selection, which has been growing of late years, is the lack of attention given to the elimination of broken pieces from the halves. When a buyer purchases walnut halves, that is what he wants and expects to have delivered to him, but from the writer's experience he seldom gets even a reasonable percentage of perfect halves suitable for topping purposes.

A number of years ago it was attempted in this country to set up a standard for walnut halves, and it was generally agreed that if the purchaser received out of a shipment 95 per cent of unbroken meats he should be well satisfied with the delivery, and he was, but he rarely obtained as high a percentage as that. During the war the percentage of halves it was possible to select from a shipment fluctuated to a great degree, but during that period it was fortunate that we were able to obtain a supply at all, so no one was over-critical regarding the selection.

The war, however, was concluded over three years ago, and since that time, instead of there being an improvement shown in packing, grading and selecting, the quality has been getting steadily worse. It is time that the user of walnuts woke up to the fact that he is being imposed upon and insisted that he have delivered to him what he contracts for. This can be done if he places his order with a reputable house and gets a guarantee from them that the goods they deliver to him are of the kind represented, and also that they shall not contain over 5 per cent broken pieces and imperfect halves. If when the delivery is made and after examination they are found not to be up to the standard agreed upon they should be rejected, or if the difference is a small one and the buyer and seller can come to an understanding, an allowance should be made to the buyer.

To be more specific, we shall give a few figures to show why this matter of selection is of such great importance to the confectioner, and why he must be more insistent from now on in receiving full value when purchasing walnuts rather than taking what is delivered to him without protest.

## Results Obtained From Re-Picking 949 Cases of Mayette and Chabert Walnut Halves

949 Cases (equal to 52,195 lbs.)	
@ \$0.60 lb. ....	\$31,317.00
Labor—4,220 hours @ \$0.27 1/2	
hr. ....	1,160.50
	\$32,477.50
Results obtained:	
Perfect halves, 22,903 lbs. @	
\$0.60 lb. ....	\$13,741.80
Pieces and imperfect halves,	
29,081 lbs. @ \$0.46 lb. ....	13,377.26
	27,119.06
Net difference—Loss .....	\$ 5,358.44

If we add the loss due to getting imperfect halves instead of perfect, broken meats instead of whole, the cost of picking and shrinkage (both natural and that due to presence of dirt and shell), which amounts to \$5,358.41, to the cost of the 22,903 pounds of perfect halves obtained, we would find the cost of perfect halves, suitable for topping purposes, to be increased \$0.2339 per pound, making the actual cost of halves \$0.8339 per pound instead of \$0.60—the purchase price.

A liberal valuation has been set on the pieces so as not to make it appear that the loss has been exaggerated.

It is highly necessary that a standard of selection, in regard to both halves and pieces, be decided upon. As regards the former, a fair allowance for pieces and shell would be 5 per cent. As regards the latter, there might be some question as to just how small a bit of walnut could be considered a piece, but there should not be over 2 per cent of dirt and dust present. Even this small per centage would amount to over a pound to the case, which, it must be remembered, is of no value whatever.

If walnuts are to be packed in the future as they have been in the past few years, which, to say the least, has been in a careless and haphazard manner, it will be better judgment, when buying, to purchase walnut pieces and pick out the halves.

### Make Your Protest on Proposed New Tariff Rate

Another question which confronts the confectioner this year (at the time this article is written) regarding his walnut cost is the new tariff rate proposed. The present rate for shelled walnuts is four cents per pound; that proposed by the House seven and one-half cents; and the rate proposed by the Senate twelve cents per pound. The latter is without question an outrageous rate, and it is to be hoped that some modification will be made when the question is finally determined.

Assuming that we now import 250,000 cases of walnuts a year, the total number of pounds would be 13,750,000, which, at four cents a pound, equals \$550,000. If the rate of twelve cents goes into effect, the amount of duty collected will be \$1,650,000. Of course, we do not know just how many of the walnuts coming into the country are used by the confectioners, but assuming that 50 per cent are, the new tariff

rate will impose a burden of \$825,000 on the confectionery industry instead of \$275,000, which is the amount it is now carrying if our assumption regarding the quantity used is correct.

The confectioners all over the country have protested this new rate, and if their protests are given reasonable consideration, a much lower rate will be decided upon.

### Progress

(Copyright, by Edgar A. Guest.)

*I am the dream of tomorrow, I am the better way,  
I am the flower of the seed, toilers are planting today;  
I am what men haven't done but often have wondered about,*

*I am the problem unsolved, but young minds are working me out.*

*I am a field unexplored, radiant with visions and dreams,*

*Mountains made low for men's feet, bridges flung over the streams;*

*I am the chance for the boy still at his fair mother's knee,*

*I am the goal he may reach, I am the man he can be.*

*I am the road out of strife, the unbuilt castles of men,*

*The peace which no war shall destroy, the beauties of brush and of pen*

*Which canvas and paper shall know in the days that shall make up the years,*

*I am the joy that shall be in spite of the cynic who sneers.*

*Slowly but surely I rise, smoothing the way of mankind,*

*And always the better I built, leaving old customs behind;*

*I am the hope of our youth, the splendor of dawn and the sun,*

*I am the dream unachieved, the task which shall some day be done.*

### Legal Tender Candy Wrappers

German candy manufacturers are now wrapping some of their chocolate candies with twenty, thirty and forty pfennig notes, not because they want to encourage customers to buy with it, but because the lower denomination notes are cheaper than tinfoil wrappers. And just think of the easy marks in this country, who invested their savings in German marks!

### Efficiency in Buying

"How much vas dose collars?"

"Two for a quarter."

"How much for vun?"

"Fifteen cents."

"Giff me de odder vun." —The Sugar Press.

### Did the Devil Bid?

"Yes," said the specialist at the Purchasing Agent's bedside, "I can cure you."

"What will it cost?"

"Ninety-five dollars."

"You'll have to shade your price a little," replied the P. A. "I have a better bid from the undertaker." —The Sugar Press.



# Cooperation Between Purchasing and Production Departments

by *Aşa F. Newth*

*Production Manager, Paul F. Beich Company, Bloomington Factory*

**I**N this article it is not the writer's intention to lay down any rules or give any specific methods used to obtain co-operation between the purchasing and production departments, but to let readers draw, from a recitation of some actual experiences, their own conclusions as to the proper relationship between these two departments.

Being directly responsible for the uniformity and quality of the products of a good sized plant, a superintendent or factory manager is naturally interested in the uniformity and quality of the raw materials purchased for those products. It is with reference to the upsetting of uniformity of manufactured products, through a sudden change in the source of raw material supply without due notice being given the production department, that this article deals.

## **The Facts in the Case**

The factory wherein this occurred specialized in marshmallow and gum work and an enviable reputation for certain penny pieces had been earned. It had been the custom to buy a certain gelatin for their use and to make frequent tests, both for the usual strength tests and periodically for bacteria.

The production department rarely if ever saw the original container in which this gelatin was shipped, as a central storeroom was maintained and requisitions issued daily for the amount of one day's run, a day's run in this instance meaning some 2,000 pounds of finished goods. These were made at a certain weight per box of 120's and were of uniform size.

By this it is meant that the molds were filled on the supposition that each batch ran alike and not that each casting was tested as to weight and the depositor adjusted for individual batches. The necessity in having raw materials of uniform nature in goods made in this manner is obvious.

## **A Different Gelatin—A Different Product**

For some reason a change was made in the gelatin purchased for this product and no mention was made of it to the production department. Everything went on as usual and a full day's run on a certain penny article was made. No apparent difference was noted in the beating up of the batch and as the gelatin was mixed with considerable water and used immediately nothing was noted along this line. The entire

day's work was put in the graining room, as was usual with this piece of goods, and two days later was taken from starch, and it was then that the difference was manifested.

The goods had sunken in some instances and had blown in others, causing little holes to show. On breaking open they showed a watery center when heretofore they had been soft but dry. In weight they varied from light to heavy and back again, with the consequence that the entire day's production was practically scrapped.

Now there are a good many ifs and buts and not a little passing of the buck in experiences of this kind, but this instance serves to show the value of close co-ordination between the purchasing and production departments.

## **Beware of Too Much Red Tape**

In any well-organized department certain restrictions are necessary and so long as these conform to good business policies they should be enforced. An instance is recalled, however, where too much red tape and too little common sense on the part of those whose duty it was to carry out the orders caused a delay of nearly an hour in the starting of a factory.

There was used in this factory two grades of sugar, one coarse and the other fine. The former being somewhat harder to obtain, an order was issued restricting its use to one department.

Requisitions were made on the stockroom from these other departments for their usual kind of sugar. It so happened that this grade of sugar was not in stock and, although there was plenty of the coarse sugar, the storekeeper would not deliver it except upon the O. K. of the P. A., to whom he was responsible.

The arrival of the P. A. caused the sugar to be delivered and also the retraction of the troublesome rule.

That there have been businesses whose success was due to the personality and forcefulness of one man has been clearly demonstrated in one of the large eastern combines.

The death of the man responsible for this combination seemed to cause the whole business structure to temporarily lose its stability and resulted in the failure of one of the companies; the others, being more firmly established, have, it is hoped, pulled through.

*(Continued on page 63)*





## THE SHIPPING DEPARTMENT

# 1—Purchasing Properly Designed Boxes

by H. V. Hodges

National Association of Box Manufacturers

The first of a series of articles on the general subject of

### Eliminating Damage from Shipping

*This is a subject which embraces not only the matter of containers and their reinforcement, but also the method of packing, handling, storing and receiving. We will appreciate any information, suggestions and reports of experiences of manufacturers in our industry which will contribute to the interest and practical value of this and other feature departments of THE CANDY MANUFACTURER.—EDITOR.*

**T**HE shipping container question presents a number of problems that it will do well for the manufacturer in the candy industry to consider. These problems, unlike the majority of important questions in industry generally, are comparatively easy of solution. By following the leads given by scientific laboratory experiments and by the advice of shipping authorities on the various phases of shipping container use, the manufacturer may unerringly eliminate loss and waste occasioned by greatly inordinate damage claim items and by the losses and injury to good-will brought about by the receipt of damaged shipments on the part of his customers.

These shipping problems are divided generally into two parts: First, the selection and purchasing of properly designed and constructed shipping containers; second, the proper assembling and handling of these shipping containers within the manufacturer's own establishment. In this particular article I shall take up the subject of purchasing properly designed boxes and will follow this up next month with definite information on the proper treatment of those boxes by the manufacturer's shipping department.

#### The Responsibility of the Shipping Container

When a manufacturer packs his product for shipment he is virtually packing the entire worth and wealth of his business and is entrusting it to the shipping container. If the shipping container fails, his business is damaged to just that extent, and so it behooves every careful, considerate candy manufacturer to give ample protection to his product in order that the quality and salability that he has manufactured into it will be retained until the product is finally placed for sale to the consumer.

#### Estimated Losses Through Faulty Packing

Last year the railroads of the country paid out in damage claims in excess of one hundred million dollars. The tremendous economic loss represented by that figure is small compared to the amount of damages that were sustained by products in shipment on which no damage claims were made. Damages are not always apparent until such a time that claim against the carrier cannot be made. Damages occasioned in warehouses, in reshipment, in loading and unloading trucks, it is safe to say, would easily double the figure of the damages paid by the railroads. And in addition to this there is the loss of good-will and the loss of time that the receipt of damaged shipments occasions.

It is a vital big problem to industry collectively and to every individual manufacturer.

In order to do away with these unnecessary losses every manufacturer should bear two things in mind.

In the first place, back of everything that he does in his business is the one big object: holding the confidence and good-will of his trade and the consuming public. The increase of his good-will and of his business depends upon the attitude of the trade toward the service he renders. If the use of an improper shipping case and faulty shipping methods results in a loss of good-will, as well as actual money, is it not then poor judgment to risk these vital things in order to effect slight savings in the cost of packing?

In the second place, by utilizing the latest information that is available with regard to shipping container design, assembling and packing boxes, the manufacturer can be absolutely certain that all unnecessary loss in this phase of his business is being eliminated.

(Continued on page 51)



# The Buyers Round Table

An informal, impromptu get-together with the

## Buyers of Candy Factory Supplies

**Notice to subscribers:** *The Candy Manufacturer* is not only edited FOR manufacturing confectioners, but it is and should be to a large extent edited BY manufacturers. The usefulness of this magazine to the practical men of our industry will be in direct proportion to the co-operation received, especially in form of participation in our Round Tables and open discussions on the various phases of candy factory management.

This is our first "Buyers' Round Table" and, considering the fact that this new round-up was called during the vacation season when many of our readers were off duty at some sylvan retreat where fishing was good, we have a very representative attendance. However, remember this department is always open and whenever there is a quorum of buyers (enough manuscript to fill a page or two) we will broadcast their talks through "The Buyers' Round Table" of *THE CANDY MANUFACTURER*. So write up your inspiration and send it in to be used in the next available issue. Here are a few suggestive topics:

- 1—Receiving the supply salesman.
- 2—Co-ordinating the Sales, Production and Purchasing Departments.
- 3—Receiving—Rules, Records and Experiences or "Saving Profits in the Receiving Department."
- 4—Some interesting experiences in Buying Raw Materials.
- 5—Organizing and systemizing the Purchasing Department.
- 6—A Comment on some of the technical articles or Round Table talks previously published.

or select your own subject and make your article as long as you wish. Send it in by the 25th of the month preceding issue.—EDITOR.

The doors being closed, the waiters requested to keep quiet, we will proceed with the round-table talks in the order in which our readers responded; we will hear first from Mr. Black of Sandusky on the fundamentals of good buying.

### The Science of Being Sold

#### A Sequel to the Science of Salesmanship

IT has been truthfully said that merchandise well bought is half sold; likewise to the manufacturer successful purchasing of his material is a large factor in the game.

Volumes have been written on salesmanship, manner of approach to buyer, how to hold the buyer's attention, how to close the deal, etc., etc., all to good purpose, but the buyer, too, must be trained to successfully handle the salesman. He must not be influenced by those things that are not material. He must be a student of human nature, quite as much so as the salesman, in order that he may cope with the presentations in a way calculated to serve best the interests of those for whom he is purchasing.

Only a few general principles can be very briefly touched on at a buyer's round table. The wise buyer

will always treat the seller or his representative with the same friendly courtesy that he would treat a prospective customer. Ordinarily a buyer should not be speculative or inclined to gamble with the markets. He should not buy simply because the offered item is cheap or below the market, but he should buy only according to his needs on the best market available.

This does not mean that he should not watch the trend of the market, properly estimate his probable requirements for a reasonable period in advance and suitably supply these needs in proportion according as the market prospects may warrant.

Every buyer should be carefully posted with statistics indicating the country's available supplies and the normal requirements of the trade, and when occasion demands provide for a limited time in advance to avoid excessive costs. On the other hand, he should keep his stocks to the minimum where lower prices are likely to prevail. To do this close observation is necessary.

## THE BUYERS' ROUND TABLE—Continued

### Co-operate with Sales Department

The buyer must always be informed of the demands of his trade, the items that will sell with the least resistance and at the best margin of profit to his house, proportionate to investment and cost of distribution, and of the greatest satisfaction to his customers. He should not be influenced by any prices or terms offered by irresponsible parties. In the end it will invariably pay to deal only with those whose reputation for high quality and honorable dealing is untarnished.

He should carefully observe agreed upon terms, fulfill his contracts to the letter, and thus maintain the

confidence and respect from those from whom he is purchasing. It is not only business integrity, it is likewise policy.

The purchasing department must ever be in close touch with the sales department. These necessarily require the closest accord. Neither can successfully function without the co-operation of the other.

The above are only a few of the fundamentals, but they are of vital importance to the success of any industry.

L. Black, President,

THE CATAWBA CANDY COMPANY.

### From Wm. Luden of Reading

Our old subscribers will remember Mr. Reppert's article on "Purchasing Department Records" in the first Purchasing Number (issue of September, 1921). Mr. Reppert is one of our "charter subscriber-editors" who can always be depended on for a Round Table Editorial.

**T**HAT business has turned the corner is indicated by the stimulation of buying now current, and with each successive week come more optimistic reports of the gradual increase in the business activity of the country.

Purchasing in the confectionery industry, no less than in any other industry, being one of the most important factors in the success of any business institution, places the purchasing agent in rather an unenviable position; he is closely scrutinized by the man at the top, hectored by the production department and damned by the treasury department, which makes his job no sinecure. And as if there were not troubles and worries enough, the Senate continues to haggle over the tariff, making us almost wish they, too, would instinctively follow the other "isms" and steal a Life Boat from the Old Ship of State, even if it is the last one, pull for the shore and leave us to our fate.

### The Purchasing Agent's Enemy

It seems we all have a companion we take around with us; he is our brother, proverbial or otherwise. He is really not a friend but an enemy. He is like the viper that was succored and harbored in the bosom of one humanely inclined. Do you know what is one of the purchasing agent's greatest enemies? It is fear. We do not always call it by that name; in fact, it parades under many aliases. It is not usually the fear of today, but of tomorrow. We wake up with a fear that our storekeeper may give us incorrect reports of stock, our supplies will not reach, the coal is getting low and none in sight; if we buy certain supplies today, tomorrow will see a lower price; in fact, we fear everything that has happened or that may happen.

### Buying a Neglected Science

It is not an entire picture of gloom, however, and the writer is convinced that many of the ills of the purchasing department can be remedied with proper systems adapted for the particular needs.

One is more or less startled when faced with the fact of what little has been done or written on the art of buying as a contrast to that of selling. We are all aware that business today is exerting very much of its vitality and influence expending its millions towards developing the science of selling. I take it that few managing directors are lying awake at night try-

ing to develop some new method of buying; but are continually striving to create more sales, and yet more sales. This matter of selling is like our shadow in the noon-day sun, always with us; it is the first thing we see in our morning paper, on our ride or walk to the office, and all during the busy hours of the day its presence is felt.

Recently I picked up a volume at a public library entitled "The Mind of the Buyer" and it seemed as though one were reading a treatise or clinical lecture on a surgical operation; the fact is that the new school of sales has dissected the mind of the buyer, or his mental stream, as they call it, into six stages: 1st, Attention; 2nd, Interest; 3rd, Desire; 4th, Confidence; 5th, Decision; 6th, Action—all of which is true. Picture then the purchasing agent who persists in doing business by the old rule-of-thumb methods; he is bombarded on either side by the keen, intellectual and trained mind of the scientific salesman, and becomes almost helpless in his grasp.

It is high time that the buyer be recognized as the quarter master general in the army of business, and although he may find his duties up at the fighting front, it is his task and responsibility to keep open the line of communication with his base of supplies, and woe unto him if he allows the enemy of neglect to break through that line.

### Interviewing Salesman—The Buyer's Asset

The buyer who is really awake to his opportunities will insist on keeping in touch with his stock, which can be done by simple methods, and then gives him time to study the markets, interview his men with courtesy and intelligence.

Another important factor is that the buyer have moral courage to say "yes" or "no" when necessary. I vividly recall my first job as a clerk in a country grocery store, where everything was sold from a pin to a plowshare, and how my employer, when he saw a salesman come in the front door, tried, if at all possible, to slide out the back door to avoid a meeting. It is now evident that he lacked the intelligence to know that the salesman not only sold goods, but knowledge of the markets as well, and that it was his opportunity and advantage to get this knowledge and at the same time to know his requirements.

### Profits Forestalled at the Information Desk

Recently, while on a buying expedition, and calling on a strange house, my card was handed to the lord of the reception room, with a request to see the sales



manager. Without recognizing request or title shown on the card, I was quickly told that they purchased none of our products and therefore useless to see the sales manager; upon which I explained my knowledge of this fact, and again requested an interview. After a little more thought I was again told, rather brusquely, that my visit was fruitless. Of course by this time the barometer was registering a coming gale, and the mercury shooting skyward. A few crashes of thunder and lightning flashes saw me safely ushered into the inner sanatorium where I was received with great courtesy and evident pleasure. No mention was made of my experience until I was informed that one of their own salesmen would call on me within a short time, when an interview would be appreciated.

This experience, I am told, is not unusual, and it is evident that too much care cannot be given to the selection of the person who is to man the information desk to greet the visitor with courtesy and dispatch.

### Our Measure of Efficiency and Compensation

It might be well to add that it is not to be expected that one can go through a lifetime of purchasing without making a mistake; it is fair of course to expect that we shall profit by our mistakes, but that the same mistake should not be made twice. It cannot be expected that every purchase be made to the advantage of the company; the best market reports available are all compiled by human minds, which are not infallible. However, we can, by close study and observation, use the information available in making a reasonably accurate application to our own respective manufacturing problems. Then if we have due regard for the ethics of good buying and let nothing cloud our vision of greater accomplishments we will realize our full measure of both pleasure and profit from our profession of purchasing.

(Signed) N. S. REPERT,  
Purchasing Agent, Wm. Luden.

## Mutual Confidence the Basis for Profitable Purchasing

Mr. Johnson touches on one of the most vitally important phases of profitable purchasing—the ethics of buying, the good will existing between buyer and seller.

**W**E are more than willing to contribute to the "Buyers' Roundtable," but doubt our ability to contribute "a plan for operating a buying department," or outline "a system" that would have the consideration of the manager of a department who is inclined towards elaborate "card systems," the collection of various kinds of trade data, and for his vital information would depend largely upon a "statistical" department.

There are probably as many "card systems" and methods of collecting and segregating data as there are buyers. While it is generally admitted that some sort of a "card system," more or less elaborate, is desirable, if not necessary, it is also generally conceded that "confidence" is the foundation of every successful and enduring business relation.

In our opinion a quotation should not mean as much to the average buyer as should the reputation of the seller for his judgment of the grade and quality of the merchandise he offers, and for the fairness of his business methods.

There are reasons why an established concern of good repute, or a concern with a reputation for handling good merchandise at fair prices, has a selling advantage over younger or smaller or larger concerns that may have similar merchandise at the same or

lower prices, but have not established their reputation (confidence) among the buyers whom they would serve.

In the absence of a large and expensive "system" or "scientific purchasing policy" and fairly complete buying data, and a statistical department to which the buyer could refer for general information that might be relied upon, it is our judgment that the prospective buyer can more safely and more profitably make his purchases of the houses known and honored for judgment and commercial integrity than from houses or from sources not as favorably known to him.

There is probably not one among the subscribers of this magazine who has not at some time or other regretted that he did not place certain orders with concerns he knew, and had previously relied upon their good judgment and fairness, instead of concerns he did not know, but hoped the merchandise would be as satisfactory in quality as it seemed attractive in price.

"Safety First" is a slogan acceptable to all. Why should not the slogan, "Quality before price," be as universally recognized and followed?

Yours very truly,  
THE WM. C. JOHNSON CANDY CO.,  
Wm. C. Johnson.

## On Purchasing Department Records

**W**E have tried several methods of keeping track of purchase orders, stock, etc., and have finally, by experience, developed a system that gives us accurate records for ready reference with a minimum amount of work.

Three copies are made of all purchase orders. The second and third copies are made of a little stiffer paper stock, resembling a thin card, and the bottom two-thirds is ruled in columns to show goods received as well as issued from the stockroom to the factory. The top third of the second and third copies is left blank, and in the lower right-hand corner all copies

carry our purchase order number. All copies are 5 inches wide by 8 inches long.

The order contains the name of the seller as well as the order itself, and, where known, the price appears, of course, on all three copies.

The original goes to the seller, the second copy remains in the purchase department file and the third copy goes to the stockroom.

When the shipment is received the stockroom immediately sends a receiving slip, with full description of the shipment, to the purchasing department. Usually the invoice has already arrived, and the receiving slip,

(Continued on page 43)



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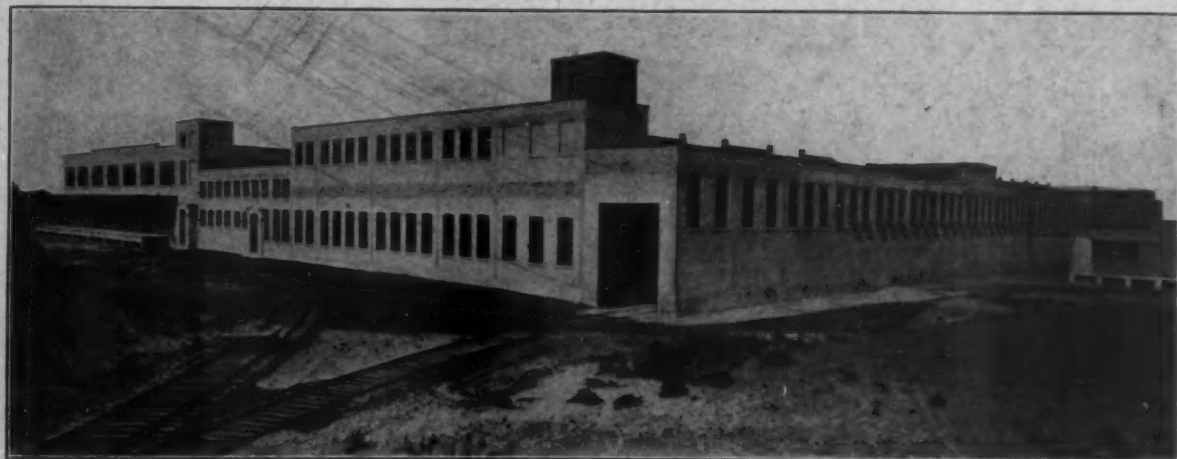
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# "U. S. GEL"



□ □ □ WORLD'S LARGEST INDIVIDUAL GELATINE FACTORY □ □ □

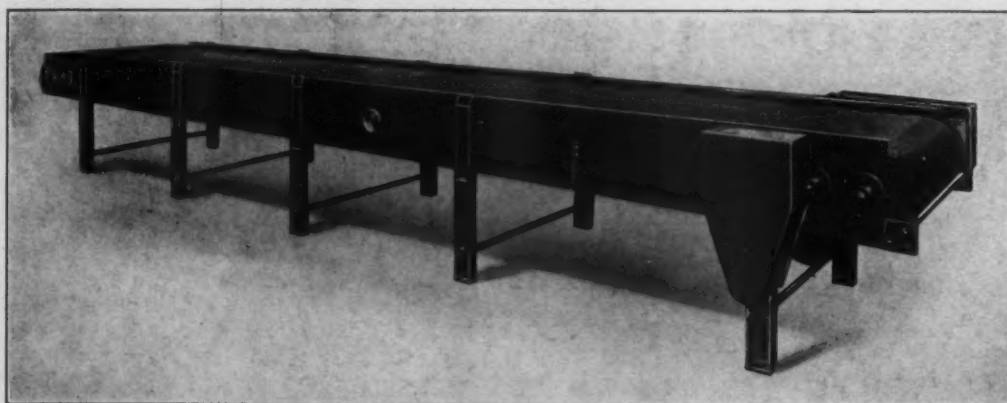
## UNITED STATES GELATINE CO.

MILWAUKEE, WIS.

**U.S.** Gelatine is produced in the World's Largest Gelatine Factory, which means Uniformity, Purity, Strength at the Right Price. Stock used in the manufacture assures a bright, clean, odorless Gelatine.

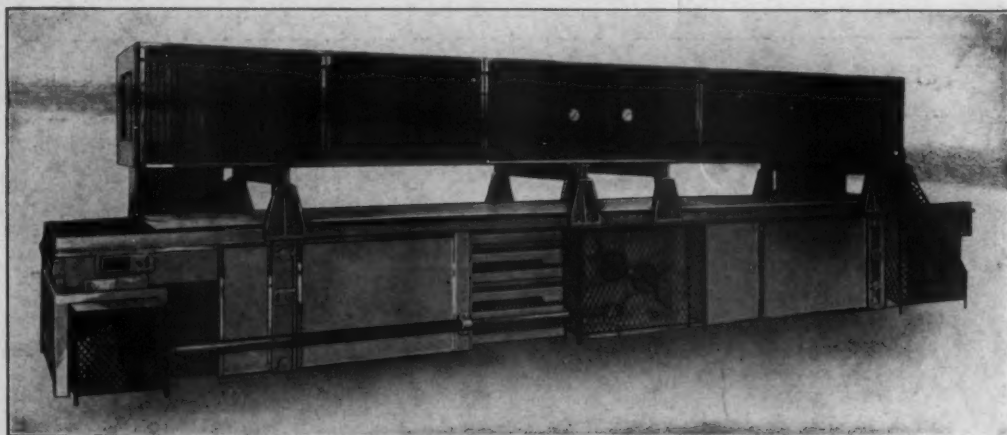
□ □ □ LET US SEND YOU SAMPLES AND QUOTE ON YOUR REQUIREMENTS □ □ □

# Using a Greer Means a Bigger to



**GREER SHAKING TABLE**

Will assist in raising to the center of the bar the almonds or nuts which have been placed in the mould previous to the chocolate deposit. Shakes air bubbles out and gives a level uniform bar.



**THE GREER CHOCOLATE BAR AND TEN-POUND CAKE MACHINE**

Guaranteed to produce from six to eight tons per day.

We have built over this machine a Bunker Room which is scientifically insulated. It is piped for either brine or ammonia refrigeration as specified at time of ordering. To operate this machine up to maximum capacity a five-ton refrigeration machine is required for its cooling. The coils and a specially designed blower for air circulation are supplied and so placed that a uniform temperature may be maintained throughout the machine, which insures the proper setting of chocolate bar work quickly.

The bars cool and in cooling contract from the metal moulds, freeing themselves, thereby eliminating any damage to moulds by hammering or unnecessary breaking of chocolate. The machine can be equipped with a conveyor passing through a warm tunnel, returning the empty moulds from the delivery end back to the Depositor for refilling. In 25 ft. by 5½ ft. you get a travel of 110 ft., and 360 square ft. of cooling space. Built either with or without Bunker Room.

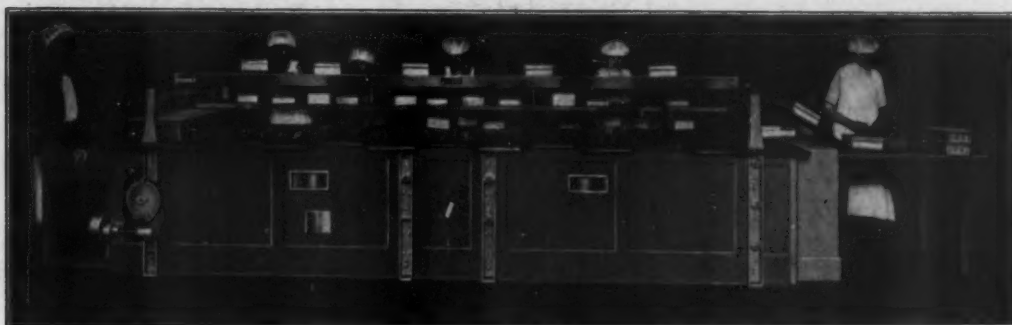
119-137 Windsor Street

**J. W. GREER**  
Manufacturers of confectionery

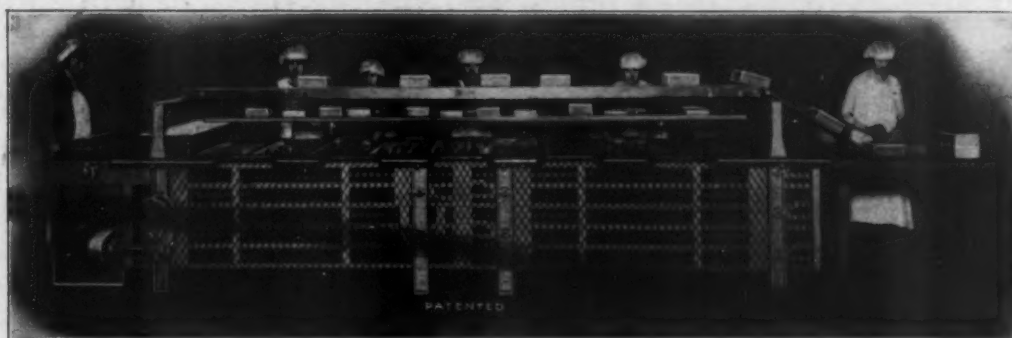


# er tory Within Your Existing Walls

## THE GREER CHOCOLATE { DRYING CONVEYING PACKING } MACHINE



THE ENCLOSED GREER AT WORK ON CHOCOLATES



THE OPEN GREER AT WORK ON CHOCOLATES

Speed up your production by utilizing a Greer.

It places before your packers 200 plaques of perfectly dry goods each hour—a steady stream of finished goods direct from your enrobers, and it sends all the empty plaques back there.

It gives a perfect gloss to your enrober goods—brings them at last right up to hand-dipped, treating each individual piece identically as it handles all the others. The uniformity of your goods is absolute.

You catch the eye of the public with goods of the Greer.

It cuts your production costs, and will take charge of any goods your enrober can produce, and saves 99 per cent of waste.

The setting of the goods is insured by the regulated speed of the conveyor. There can be no discoloring. You can pack direct into boxes. A shelf under the conveyor takes charge of your wax paper, cardboard, boxes, etc., and the filled boxes can be discharged by the upper conveyor where you want them.

Equally good for candy, biscuits or cakes.

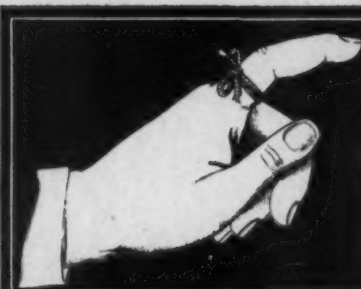
In 16 ft. 10 in. by 3 ft. 6 in. you get a travel of 85 ft. and 252 sq. ft. of cooling space—the 60-tray size. It is made in any size, the 53-tray giving 176 plaques per hour, and the 46-tray size 153 per hour.

All sizes mentioned take about  $\frac{1}{2}$  H. P. to drive and weigh around 2,600 lbs.

RECOMPANY

confectionery that pays dividends

Cambridge 39, Boston, Mass.



# MAKE SOMEBODY HAPPY CANDY DAY SATURDAY OCTOBER 14TH

**Tell the World Through Your Dealer's Windows**

That "The Sweetest Day in the Year" is Saturday, October 14th.

Supply your dealers with this set of Window Strips.

## How To Do It

WITH window posters, window displays, window signs, interior signs, streamers, banners, signs and banners on jobbers' and retailers' wagons and trucks, and in countless other ways.

The three strips with the date should be put up the week beginning October 8th. The other two "teaser" strips should be displayed the week of October 1st.

## PRICE 15c PER SET

OF FIVE WINDOW STRIPS

As reproduced on this page, with gummed strips for fastening to window, complete in strong envelope with directions to dealers.

Candy Day is the one universal joy day—everybody's day of rejoicing and happiness. Make it an annual national feature of the industry.

YOUR jobbers and dealers are not buying perhaps because they are waiting for something to start them off—Candy Day will do it.

The Candy Day Campaign supplies the arguments that your salesmen need to convince your customers that they should begin buying.

The Window-trims can either be mailed or shipped with the Candy directly to your customers.

THE SWEETEST GIRL?  
THE SWEETEST DAY?

Three strips size 9x18 inches



This long strip 9x36 inches is the "Teaser Copy" to be displayed about October 1st

? THE SWEETEST DAY IN THE YEAR ?

Write or Wire Order to Publicity Department

NATIONAL CONFECTIONERS' ASSOCIATION, 208 North Broadway, St. Louis, Mo.

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## THE BUYERS' ROUND TABLE—Continued

(Continued from page 38)

invoice and second copy of the order are matched up by the purchasing department and quantity, prices, etc., checked. If no price has been placed on the original order, then the price is transferred from the invoice to the purchase department's copy and it is taken from its original unshipped file and placed in the received file. The quantity received is inserted in the received column and as requisitions come through from the storeroom showing disbursements the deductions are made, so that in the office there is always a stock record. When the supply on this order is exhausted it is then transferred to the dead file.

This same procedure takes place in the stockroom. The head stock man, upon receipt of the shipment, not only makes out the receiving slip, which is sent to the purchase department, but also enters the amount received on the card, and this card is always kept with the shipment until exhausted. As requisitions are sent from the factory and are filled deductions are made on this card, so that at any time we have a stockroom record of the amount on hand of any particular shipment. If two shipments are made of the same commodity which take a different order, then each card remains with the shipment until it is exhausted. When the shipment is exhausted, then of course the card is removed and properly filed.

When the stockroom fills a requisition the order number of the lot from which it is filled is put on the requisition, which, when filled, is sent to the purchase department. As the purchase department copy of the order carries the purchase price, it is then very easy to refer to the order number and price the requisitions at the exact purchase price, which we believe should be done.

Minimum quantities of the different stock are set from time to time, according to business conditions, and when any commodity reaches this minimum, which the stockkeeper can always see from his quantity on hand, he immediately sends a purchase requisition through for a re-order. The season of the year and general business conditions then govern the purchase department as to the quantity of re-order.

While in reading over the above system it may appear on the first reading to be rather complicated, still as a matter of fact it is very simple and requires no extra help to keep it up, and it provides accessible, accurate information at all times.

Yours very truly,

GEIGER CANDY COMPANY,

(Signed) R. C. Palmer, Vice-President.

## From A. B. Mewhinney Co., of Terra Haute

**W**E wish that it were possible for us to give you and your readers an article that would be interesting and valuable in connection with the purchasing of materials and supplies for the candy manufacturing business.

The writer has given this matter considerable study during the many years that he has been engaged in the manufacturing and selling of candies and the system that we have adopted in purchasing can be applied to almost any kind of business.

One of the most essential things in connection with the purchasing department of any factory is for the buyer to know the stock on hand of the commodity in question and the quantity required over a definite period under normal consumption of that commodity. In order to accomplish this we have found it necessary to have a perpetual inventory of a number of our items.

A weekly inventory of warehouse stock and raw materials taken in the form of a perpetual inventory indicates the amount of consumption each week of each item, from which the buyer can calculate the amount of stock required to carry over until a fresh supply may be received.

Individual items of inventory can be checked up against orders on hand and in case of an unusual demand for any particular item the stock for this item is increased.

In keeping a record of purchases each order is made out in duplicate, the carbon copy being on a record card and these cards are filed alphabetically with regard to the name of the item. We find that in this way it is easier to check back against the purchase of materials over a considerable period when we find it necessary to refer to names of firms, dates of purchase, price, terms, etc., all of this information being on the carbon copy record cards.

One of the principal things necessary toward the successful purchasing of materials is that the buyer should know something of the markets and this in-

formation is available through the correspondence of important brokers of raw material in the principal importing and distributing centers.

General business conditions enter most largely into this feature and unless the purchasing agent gives particular attention to world markets through Babson's or Forbe's reports or similar mediums, it will be difficult indeed for him to follow the markets as applying to the basic raw materials.

The writer considers that the purchasing department in any manufacturing concern is one of the most, if not *the most*, important feature of the business, and when it co-operates with the manufacturing organization the purchasing department can be and is the axis about which the business revolves.

The writer is very much interested in your journal and finds it one of the most valuable confectionery journals that is available today to the manufacturer. Information that is being distributed through your journal is of a character that the manufacturer will not take the time nor has the resources from which to gather. I, personally, am very much interested in the success of your journal and have subscribed for our superintendent as well as for our office.

Yours very truly,

A. B. MEWHINNEY CO., INC.,

Omar C. Mewhinney, President.

### Quality Pays!

**W**E believe that the most important factor in making quality candy is to start right by using quality materials.

A buyer can lose a lot of money for his house by trying to *save through* bargain purchasing. Bargain materials usually mean poor quality and costly handling in the factory. It is worth more to be sure of your quality.

CURTISS CANDY COMPANY,

E. V. Zeddies, Buyer.

### Purchasing—Business Profits

**T**HE purchasing agent is to a business as the heart is to life. If the heart does not function properly, life is miserable and short; and a poor purchasing agent makes business a burden, non-profitable and unsuccessful.

To make a success of purchasing a buyer of factory supplies, in our opinion, should possess the following information:

- I. Know his own plant and requirements—
  - (a) its methods;
  - (b) the use of articles purchased;
  - (c) people using these articles.
- II. Know the calling salesman—
  - (a) their methods;
  - (b) their dependability;
  - (c) their articles;
  - (d) how to make them useful.
- III. Study of markets—
  - local, district, national, world.
- IV. Know his organization—
  - (a) office system;
  - (b) his executives.

A successful buyer, before purchasing, should never forget the purchaser's motto, "Terms, Quality, Service and Price."

D. A. P., Inc., New York.

### Originate New Pieces With Slow Moving Raw Material

**I**T is a source of much satisfaction to the average buyer to feel that the days of guessing are over to a large extent and that he can now figure out to a certain degree how much to buy and when to buy to the best advantage. At the same time this is no time for anyone to speculate. The firms that can pull through this fall are in a fair way to stay in the game.

The buyer should have a stock list and have the stock checked at least two or three times each week, showing how fast each item is being used, and to order in quantities large enough and to so regulate his shipments so that the factory will not run short of supplies and handicap the output.

Another advantage of this list will be to check up on any materials that are not being used and to call attention of the superintendent to make up some items that will move this surplus stock.

I have in times past got out pieces, just to move a surplus of raw material, that proved to be good sellers for a time, and it also wakes up everyone around the factory to have to use their head and test their originality instead of imitating others.

Business with us for August has started with a rush and we are looking forward to a very good fall season.

L. G. BURNS, President,  
Burns Candy Co., Seattle.

## From One of the Pioneer Institutions of Our Industry, The Startup Candy Co., of Provo, Utah—the Candy City of the Golden West

**T**HE "goods-rightly-bought-are-already-half-sold" doctrine does not justify sharp practices in buying: playing with prices, revealing confidential information, juggling with qualities, etc. The "sharp" buyer will eventually meet his defeat by the "sharper" salesman, and while he may not know it, will pay many times for his trickiness.

On the other hand, stupid buying, with insufficient regard for the reliability of the source from which a commodity is to come, will spell ruin to any business if continued long enough. In this age of bluff, camouflage and trade-names for ordinary commodities, the careless and easygoing buyer can readily pay handsome prices for colored and slightly flavored corn syrup, thinking to get some wonderful product of an expert chemist; or maybe he will get corn starch under a fancy name for gum work or ice cream; or melted sugar in milky form with great claims for its chemical virtues, etc., etc. It is well to be progressive and willing to "try anything once," but it is as well to be "from Missouri" and demand full information and references.

### A Plan for Recording Quotations

A handy scheme for keeping track of sources of supply is to make up an alphabetical loose-leaf book, arranging the names of commodities in groups, such as all chocolate, cocoa and cocoa butter together, and then opposite the general name of the commodity have a number of square spaces in the upper left-hand corner in which you put in red ink the index number of the firms supplying the commodity, followed by the quotations in chronological order. For example:

### Quotation Record

CHOCOLATE AND COCOAS:	17	32	31	30	11	31	30	32	20	30	29	26
Liquors: Crescent, Climax	29	26	25	26	27	28	26	29	27	28	30	29
No. 1 Liquor, Superfine	25	22	Etc.		28	25	Etc.		26	24	Etc.	

In this plan all firms from whom you buy are entered alphabetically in an index, each line of which index is numbered. Flexibility is obtained by leaving some blank numbered lines under each letter to accommodate new entries. You will soon learn the numbers of the various houses supplying the same commodity, and a glance at the page will show you the relationship between houses, because the red numbers (set in bold face type in chart above) help you to a quick comparison of present quotations, and the history of the variations.

By using soft lead pencil to enter all prices when the block is full you can rub out all but the last quotation and begin over near the red number. As many as 20 entries can be made in a block. The number of blocks opposite a group of trade names of a commodity is determined by the number of leading houses you want to keep track of.

An advantage of this list is that you can consult it at any time without revealing source of information, even if others see the page, for they would not know your plan nor the numbers applying to a given concern.

All quotation sheets can be numbered and filed in a numerical file, using the same numbers as the index, thus making ready reference easy, for you soon learn the numbers of all houses you are interested in, and the filing and recording of data is entirely flexible and can be kept up by any intelligent girl if the original book is prepared carefully to indicate just what items you want kept up.

STARTUP CANDY CO.,  
Geo. A. Startup, Manager.

## Procrastination—the Thief of Fall Orders

**M**ANY fail to accomplish what they set out to do because of procrastination and many produce much less than they might for the same reason. If we will do, at the time, the things which are first and do them without letting up, we shall increase our capacity immensely.

This is particularly true when one is preparing to place orders for fall merchandise. If the candy jobbers would anticipate to the extent of ordering from the manufacturer those staple candies which always sell in the fall and winter months, it would work to the advantage of the jobber, for *then* the manufacturer could place his order for material at the lowest price and keep his production facilities in operation, and pass along to the jobber what may have been saved by his foresight.

Now is the time we should be working to capacity on jobbers' orders placed last month. "Do it now" should be the theme of a campaign to the jobbing trade during the summer months. This would be a boon to the purchasing departments of our factories and, needless to say, would be appreciated by the supply field.

We must impress the jobbing trade with the fact that the summer or very early fall is the time to do this important ordering—and not to procrastinate, for we are in line for the greatest fall business since 1917 and delays in this respect are always dangerous.

A man of character grows when in a responsible position; a man who has no character simply swells up. To be confident of one's ability is fine, but to swell up over a small success is evidence of lack of character.

• • •

Let's "can" the talk of what we can do, and do it; then we will be so noticeable that we won't need to tell of our accomplishments.

Tomorrow is loaned us that we may excel in the things which we accomplished today. If used with care and caution it is the road to success. But no success may be secured without careful thought and much consideration of how to act when tomorrow comes.

If we can take those troublesome things which come to us with dignity and without despair, looking over the mountain of trouble into the valley of prosperity; if we do not permit despondency and disappointment to disconcert us, then we shall have succeeded.

The tomorrows are full of opportunity and business for us. No brighter outlook has ever been ours for both manufacturer and jobber of confectionery. If we will but look ahead, plan our sales efforts and "stick to our knitting" this coming fall and winter, trade will more than meet our expectations.

ROCHESTER MARSHMALLOW CO.,

Edwin R. Marsh.

## "Hard Work" the Buyer's Middle Name

**T**HERE is nothing wonderful about a good buyer. Any human being with the average amount of gray matter who possesses a knowledge of how to use it can be a good buyer, providing he is active and wants to work.

The trouble with some buyers—and this is true of heads of departments more or less—is that they are too self-conscious of their position and responsibility to get into the hard work necessary for the success of the department and consequently fall into a rut. Someone has said that the only difference between a rut and a grave is its depth. Many of them read efficiency books and believe that after reading them that they are finished magnates of industry. All they have to do is to get a few untrained, ten-dollar-a-week girls or boys to keep their records and do their work and they can then sit back in their revolving chairs, read the newspapers, smoke some good cigars and believe themselves great efficiency experts. They do not know that while they are doing these very things they are forgetting the few things they once knew and are breaking the first rules of efficiency.

We all owe much of our development to good books and the educational literature in magazines, etc., but we know, too, that it means *hard work* to make a practical application of such information to our own everyday problems.

I am not a rule-of-thumb man; I believe in good books; I believe in anything that will teach me more; but I do not read a book, fall back into a chair and cry: "Attention, everybody, I have read a book; I am a finished expert; turn off the switch and let all the machinery stop, both physical and mental!" I might just as well read a book, take a dose of poison and die on the spot.

No, friends, to be a good buyer, *use your noodle and work—work—work*. Associate yourself closely with the heads of each department and learn how each is operated, determine what goods each department needs, how much in stock, how long it will last, what quality it must be, where to get it from, who can give it to you at the best price, and, last but not least, the reliability of the supply manufacturer and assurance of satisfactory service.

Keep a complete stock of everything needed by the production department, but keep it at a minimum. Replenish it so that you won't run out, but don't overbuy.

Don't speculate. If you want to speculate, go in that line of business. Don't buy \$500,000 worth of goods if your firm has a bad month and only collects \$200,000 and have the president running to the bank to beg.

On the other hand, if you are nearing your busy season, have your firm make provision to pay for the goods they are going to need. Arrange your buying so that your house can take care of the orders when they come. Remember, it's the profits on the orders they fill that pays the salaries.

I could say a lot more; I could name you tables, plans and schedules; but what's the use? If you're a good buyer, you know these things now and probably more. If not, you will enjoy working out the details of the organization of your purchasing department yourself if you have the will and the proper appreciation of buying as a profession.

Walter Poynt, Buyer,

PAUL FREUND, INC.



## "Goods Well Bought Are Half Sold"—How It Works Out

**M**ORE depends on the purchasing department in any business than any other department. The old saying is, "Goods well bought are half sold." This is very true. The matter of selecting and purchasing materials for the manufacture of foods must be handled very carefully. The head of the purchasing department needs to be well posted. In order to keep posted up to the minute, it is necessary to read a great deal, getting the crop reports, the market conditions on everything and statistics must be studied carefully. The head of every purchasing department must be able to answer anyone who comes in to see him wanting to sell materials, and give an intelligent answer quickly without referring to anything.

The materials used in the manufacture of foods, especially biscuits, crackers and cakes, as well as con-

fectionery, are produced in nearly all parts of the world, especially in the tropical zones. When great care is taken in the selection of various materials used, a medium stock of them kept on hand, enough for present wants, the people in the factories are better able to produce a first-class line of goods. The selling force need have no fears about the goods giving satisfaction to the trade.

Our experience is that good materials, well bought at the proper time and kept on hand in sufficient quantities, enables our company to serve the trade satisfactorily and build up a better business.

Yours truly,

PEERLESS BISCUIT COMPANY.

(Signed) Clarence Brenneman, Treasurer.

## Wanted—Good Old-Fashioned Honesty

**P**ER your request I am giving you a few lines on the situation as I see it today in the candy business.

The success or failure of the average candy manufacturer or jobber depends very largely upon the methods adopted. First, I believe that the average intelligent man who is striving to get some place wants the rugged truth in simple language, and I will try to give it without a lot of impractical and idealistic chatter. I may not be able to tell you anything new, but rather to help you see some of the old truths in such a new light that you will benefit much by thinking them over.

Men who have brains enough to do some clear thinking for themselves are in great demand today the world over. The burning questions are: "How can I make good?" "Is there a way that I can succeed and create a financial condition during my best earning years to protect myself and my loved ones in later years?" These are the questions that are burned into the hearts of men today. What is the answer? Decidedly, *yes*. But *how?* is asked.

There are just two ways—honesty in your dealings and hard work. The one great thing we need today in American business life is good, old-fashioned honesty. If more of the Golden Rule was injected into our business system we would all be better off as individuals, as a nation.

Now, as confectioners, the manufacturer must make good, pure candy, must know his costs, add a reason-

able profit, sell his products to legitimate distributors, and success is his. The jobber must follow the same rule as to his costs of operating, always remembering that, to a great extent, the retailer is depending upon him to select such merchandise as will suit the consumer to whom he caters. Also he must watch over and help the retailer properly display his candy, suggesting such methods from time to time that will make his displays more tempting to the public. For we must never forget that the consumer has the last word; that until the candy is passed to the consumer the transaction is not completed. Never sell goods on price. Quality is the first and largest consideration, and to build a business through which you may realize your ideals, it must be on quality, service and profit. For without profit failure is sure, but to create profit it must be built on quality and service.

No single individual can get very far toward creating the ideal condition, but by co-operating and working together in groups, such as our different associations and clubs afford, we can go a long way toward creating a better competitive condition, better profits and placing the industry on the high plane to which it is entitled, at the same time creating for ourselves the financial condition which is the aim of every one of us.

Think it over.

Yours very truly,

BILL DIVEN.

(Field Secretary The Central Club)

## Wanted—A Trade School for Candy Superintendents

**T**HE candy industry has had a notable increase in the last few years, dating back to the year 1916-17 up to the present time. The present outlook, despite the fact that our railroads and mines are in a chaotic condition, is very good. Almost every candy manufacturer has reported a good business this summer with plenty of future orders for fall and Christmas trade.

One of the most important needs from a factory and manufacturing standpoint would be the founding of a trade school, not for the education of candy makers, but for the education of factory superintendents. This would include all the various branches of knowledge which the present-day factory manager should have at his finger tips to be able to cope with the present-day methods of candy manufacturing. The following are a few of the many branches taught by the universities, if combined in one course would

furnish a man with the correct knowledge to qualify as a factory superintendent in this day when maximum output at minimum cost with the combined factor of quality are essential to success: (1) Chemistry, (2) Cost Accounting, (3) Engineering, (4) Mechanics.

It would not be practical to teach every candy maker the above mentioned branches of learning, as their former education would not allow them to grasp these studies. However, if every factory manager and superintendent had a good knowledge of the above-mentioned he would be a bigger asset to the candy industry than the general run of superintendents and help lift the industry to a higher plane and keep in step with the advancing progress which the candy business is making today.

PAUL F. BEICH COMPANY,  
Albert C. Beich, Factory Manager.



## Are Your Retailers Ready for Candy Day— Saturday, October 14th?

(Continued from page 21)

planned. All the newspapers in the United States have been written to about advertising matter and advertising on Candy Day. General newspaper publicity will do more than anything else to establish Candy Day as a regular annual candy-buying period.

Many reports from retailers last year showed their business increased from 200 to 400 per cent on Candy Day. Many of them were sold out in the afternoon. These retailers obtained such successful results by utilizing the attention-getting window trims furnished by manufacturers which carried a strong suggestion for candy purchases. Every retailer can accomplish the same results if they use the right methods, and it is to help them get such an increase that the elaborate Candy Day plans now under way have been made.

### The New Slogan for 1922 Candy Day

A new slogan has been chosen for the 1922 Candy Day. It is—"Make Somebody Happy on Candy Day." As you will see, this slogan is suggestive. It gives a reason why candy should be bought on Candy Day and the window trims suggest the people to make happy by candy purchases.

In the merchandising of candy this element of suggestion is, as you know, most important; therefore a candy purchase on Candy Day becomes a most important and significant purchase, as there is a real reason behind it and a human interest appeal in that there is a suggestion to make others happy.

The Publicity Department of the National Confectioners' Association is trying to increase the days when there is an unusual reason or suggestion for buying candy; in other words, increasing the days or occasions on which candy will assume unusual significance in the public mind as an occasion of purchase for remembrance of others. Candy Day with the assistance and co-operation of the retail candy stores in putting it over can be made as important as Easter Day and on Candy Day you can sell *any kind* of candy. We must impress the dealers with the fact that they will benefit in proportion to the efforts they put forth in going after the business obtainable through the Candy Day idea.

But in working for Candy Day, don't overlook the fact that the new Candy Slogan, "Remember—Everybody Likes Candy," is going to be introduced nationally to the people of this country for the first time. It is going to get its first send-off, so therefore they should be plentifully supplied with the new and attractive metal counter signs containing the slogan. This sign placed in the store at strategic points placed in the line of vision should arouse customers to impulse purchases of candy. This

sign is most attractive in appearance and would be a decoration in the highest type candy store.

A retailer, to be ready for Candy Day, will have on hand a metal slogan counter sign and a Candy Day window set. Don't wait for your retailers to have to ask for these campaign dealer helps. With the window strips and counter sign as a nucleus the live dealers will work out many other forms of advertising, but the main thing is to get the retailers interested and make them realize that the whole Candy Day campaign must radiate from the retail store. We must see that every retailer gets a vision of the national movement and senses his individual responsibility in the success of Candy Day.

*Be sure your trade is amply supplied with trims, electrotypes of slogan and counter signs. The window trims come in sets as illustrated on page 42 of this issue at fifteen cents per set, complete with gummed stickers and directions for the retailer.*

*The metal counter slogan sign (as illustrated at top of this article) may be had at twenty cents each.*

*Send orders to the Publicity Department, National Confectioners' Association, 208 North Broadway, St. Louis, Missouri.*

Here's hoping you have a big business and that your candies make a lot of people happy on October 14th.

### What's New

W. H. Weatherly & Company, Norfolk, Va., have moved into their new home on Water Street.

George McLeman, who formerly represented Lotus Candy Company, is now with the St. Lawrence Wholesale Grocery Company.

Thomas J. Keane, of Oil City, Penn., has purchased the business of the Moland Brothers Wholesale Confectionery Company of that city.

The Clint Lewis Candy Company has completed the work of removal of its machinery and material from Union City, Ind., to Fairmount, Ind.

### New Candy Pail Concern

On January 1, 1922, the John Schroeder Lumber Co., Milwaukee, Wis., took over the plant of the Wisconsin Woodworking Co. at Two Rivers, Wis., and since that time has been actively engaged in the manufacture of Ice Cream Tubs, Candy Pails, Butter Tubs, Pickle Kits, and other woodenware products.

### Right Kind of Girl

The Scot telegraphed his marriage proposal. After waiting all day at the telegraph office for a reply, he received the affirmative answer late at night.

"Well, if I were you," said the operator, "I'd think twice before I married a girl who kept me waiting so long for an answer."

"Na, na," said the Scot, "the girl for me is the girl who waits for the night rates."—*The Sugar Press.*

# The Sales Managers Round Table



*"That man is most original who is able to adapt from the greatest number of sources"—Carlyle*

This department will always be open for contributions along the following lines:

1. *Individual opinions and viewpoints on the business outlook in our industry.*
2. *A sales policy or merchandising plan which has proven successful in your experience.*
3. *A short article on some phase of sales management which has a bearing on the watchwords of our industry this year:*

## Competition at a Profit

The Candy Manufacturer represents practically a "closed session" of manufacturing confectioners; therefore advantage may be taken of this contact with executives and department heads of the candy factories of this country to get together each month for a free and frank discussion of the vital interests and everyday problems which are closest to the manufacturing fraternity of the confectionery industry. Send in your letter or manuscript for this department by 25th of month preceding issue.

## An Automobile Race Sales Contest

Which cleaned out a number of slow-selling items and raised the sales totals of every salesman on the force, while the thermometer registered 104° and 105° in the shade. Such is the achievement of The Odelsa Manufacturing Co., Oklahoma City

*by C. M. Reed, Sales Manager*

**D**URING the summer months when the thermometer hangs around 104 and 105 degrees in the shade, something extraordinary and out of the general run of things oftentimes is necessary in order that the interest and enthusiasm of the salesmen be kept at the proper pitch. Therefore, beginning the first of July, we inaugurated what we called "The Transcontinental Automobile Race," in which every one of our forty-eight men competed on an equal basis.

All of the salesmen in the organization were divided into three teams as follows: The Mercer Team, the Stutz Team, and the Hudson Team. Now, the most important problem, of course, lay in determining the personnel of these three teams, for prizes were to be awarded to the three highest men on each team at the conclusion of the contest. It was obvious, of course, that each man must have as good a chance as every other man on his team if the proper interest was to be aroused.

To arrive at this, each man in the organization was graded, this grade being based on his previous year's

work, and those men having the highest record were put on the Mercer Team, those having the next to the highest records on the Stutz Team, and the lowest records on the Hudson Team. This arrangement, of course, would not be necessary in the case of a smaller sales force. A map of the United States, hanging in the sales room, showed the routes of these three teams as follows:

### The Mercer Team

The Mercer Team began at Washington, D. C.; thence northwest direct to Seattle, Wash.; south to San Francisco; southeast to San Diego; east to El Paso; then to Jackson, Miss., Jackson, Fla., Charleston, S. C., Wilmington, N. C., Norfolk, Va., and back to Washington, D. C. Distance to be covered, 6,700 miles.

### The Stutz Team

The Stutz Team began at New York City, thence to Chicago, Denver, Salt Lake City, San Francisco, Los Angeles, Phoenix, El Paso, San Antonio, Hous-

ton, New Orleans, Atlanta, Richmond, Va., and New York City. Distance to be covered, 6,000 miles.

### The Hudson Team

The Hudson Team began at Chicago, thence to Kansas City, Colorado Springs, Los Angeles, Santa Fe, New Mexico, Oklahoma City, St. Louis, Chicago. Distance to be covered, 3,800 miles.

### Rules of the Contest

The rules of the contest were as follows:

A. Each signed order sold, whether for spot or future delivery, counted equally in this contest.

B. All salesmen participated on an equal basis with the other members of their team as follows:

For each pound of bulk candy sold the salesman moved ..... miles.

For each carton of bar or penny goods sold the salesman moved ..... miles.

For each new account secured that had not been sold during the previous six months the salesman securing same moved ..... miles.

Credit was given immediately upon receipt of the signed order, but the prizes were not awarded until the completion of the thirty-day period, so that we could determine the legitimacy of each order. In other words, credit was not in reality given until the order was shipped and accepted.

There were three cash prizes awarded on this campaign in each team—to the men finishing in first, second and third places. The first man covering the entire track layed out for his team won the first prize, the second man to cover, the second prize, etc., with each of the three teams. Please note that this was not a contest between teams, but rather a contest *within* each team—each team worked separate and distinct from the other.

Each salesman was furnished with a card to carry in his pocket showing the mileage secured by his efforts and spaces were left on this card so that each man could record his mileage immediately after the sale was made.

Deductions for returned and refused merchandise were made on the same basis that credits were issued when the sale was consummated.

The contest was very successful indeed. It enabled us to clean out quite a number of slow moving items that it had been utterly impossible to move prior to this and it stimulated the sales among every one of our men. In the event that we were especially anxious to move some certain slow selling number, we would give extra credits during a certain week for the sale of this item.

We based our counting system on the approximate sales for six weeks. We estimated that it would run approximately for that length of time. It was, of course, rather difficult to arrive at this, but it can be done, as was proven by the fact that each of these three contests closed within five weeks.

## Merit—in Form of Candies Which the Consumer Wants, Not What He Can Be Sold—Will Be Rewarded

**A**T this season of the year most of us are filled with new hopes and are looking forward expectantly to cool weather, which we know will help the confectionery business, and wondering whether or not we will get our share.

It seems to me that if the candy manufacturers as a whole would try to study the wants of the ultimate consumer, who is of course the final judge of our success, we would not have to worry so much about business conditions. There is no denying that business conditions in general are bound to affect our activities to some degree, but I also firmly believe that, irrespective of these influences, if the product we make is what the consumer wants, there is always enough money in circulation to keep our plants busy.

The trouble with the average manufacturer, as I see it, is that he does not take into consideration the fact that an article, in order to repeat, must have real merit. In this respect, I am speaking mostly of the bar goods manufacturers, as that particular branch of the industry seems to be getting stronger all the time. So many manufacturers believe that all that it is necessary to do is mix up a little batch of anything, coat it with chocolate, put a fancy wrapper on it, slip twenty-four bars into a beautiful box, and they are on the high road to success. Personally, I believe that if this same manufacturer would study his combination and give real quality merchandise, in other words, a bar that makes the consumer want to buy it again regardless of wraps and fancy boxes, he would be a great deal better off.

People will at any and all times spend five and ten

cents for a good eating bar of candy, and now with the fall season coming on and fundamental conditions better than they have been for the past three years, there is absolutely no reason why the manufacturer making goods as outlined above and marketing them through the proper channels should not enjoy a nice volume of business.

Speaking of proper channels, as I see it, the legitimate confectionery jobber is the one the manufacturer should cater to. I have heard many manufacturers say they do not receive proper co-operation from jobbers. There can be but one reason for this: that this manufacturer's goods are not meritorious. The confectionery jobber is in business to make money, and it is not a matter of sentiment with him but just good business judgment that causes him to stock one article in preference to others. He wants to push articles that are right and will repeat. Nobody makes any money on articles that are shelf-warmers. I have spent most of my business life calling on the confectionery jobbing trade and as a whole found them at all times very receptive to any article of merit.

According to recent current newspaper reports, the various strikes seem to be pretty well settled and crop conditions are unusually good throughout the country. With the air now well clarified, there is no question in my mind but what the confectionery industry will witness the largest volume of business the balance of this year that it has experienced for some time past.

Louis Van Engers,  
VAN ENGERS, INC.



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# What the Purchasing Agent Expects from a Salesman

by E. E. Shumaker

*Digested from "The Purchasing Agent" by Lefax, Inc.*

**A** GOOD salesman should have thorough knowledge of his wares and their uses. This point is very important. It is very annoying for a busy buyer to have to listen to a salesman who obviously doesn't know what he is taking about.

A good salesman will never sell or even attempt to sell an article that he knows will not answer the buyer's purpose, even if the buyer thinks he wants it.

When answering a question or making a statement, a salesman should always know whereof he speaks or find out before speaking. Guessing will ultimately prove serious to himself and his firm. Once we lose confidence in what a salesman tells us he loses his value to us and to his company.

A good representative should have full confidence in his firm and show it in his speech and actions and his firm should have full confidence in him.

A good salesman should be tactful, of pleasing personality, neat of appearance, optimistic and persistent. He must not, however, allow his optimism to carry him to a point where he makes extravagant statements, and he should not be so persistent as not to know when an interview is ended or keep calling so frequently as to become a pest.

A good salesman will try to so arrange his visits as not to interfere too much with the buyer's other business, his lunch hour or closing hour. Some salesmen seem to think the best time to sell a buyer is when the buyer ought to be eating his lunch or when the buyer should be on his way home. This is a serious mistake on the part of the salesman. It is even poor policy for a salesman to call on a buyer near quitting time, as usually the buyer has his orders and correspondence to sign and he does not care to be interrupted.

A good salesman will not ignore the purchasing department and attempt to sell direct to the foreman, for by so doing he indirectly criticizes the policy of the company in having a purchasing department or in their selection of the personnel. He makes an enemy of the purchasing agent, and even though he actually succeeds in getting an order, his business is usually short-lived, as the foreman, without purchasing responsibility, that allows one salesman to sell him will allow the next one to do likewise and soon the firm is nobody's customer, which is undesirable for both buyer and seller. All sellers like to have reliable and steady customers and all buyers like to be considered somebody's pet customer. They know that means preferred quality, service and price.

A good salesman will have one price—the right price—and quote it. If he comes prepared to be whittled down he may be, but he will be a marked man ever after.

A good salesman will avoid opening an interview by handing the buyer a cigar. I am glad to say that this habit is rapidly disappearing.

A good salesman will avoid criticizing his competitors. Not long ago a salesman actually sold us his competitor's line by criticizing. He was so bitter against them that I came to the conclusion that they must be dangerous competitors and although they had not been asked to quote on the particular line in question they were sent for and we found that they did have just what we wanted.

A good salesman will avoid using speeches that are prepared for him. If there is anything in the world likely to keep me from buying something I really need, it is to have a salesman recite a book agent's dirge.

A good salesman does not come armed with letters of introduction from politicians or other men of supposed influence. If he has not sufficient confidence in his goods to offer them on their merit, he should not offer them at all. In the average purchasing department it is not necessary to have a letter of introduction and it certainly gives the impression that the salesman himself thinks that he needs some lever, in addition to quality, service and price, in order to make a sale.

A good salesman will watch the market conditions closely, and promptly acquaint his customer of probable price fluctuations and thus afford the buyer an opportunity of covering himself. This is particularly important when there are what we term "soft spots" in the market which the salesman should know first, and service of this kind is rarely forgotten by the right kind of a buyer, as he realizes that in cases of this kind more profit accrues to the seller if he keeps quiet.

Last, but not least, if a salesman is allowed to make promises and statements, he should insist on sufficient authority to back them up. If he receives an order he should see to it that it is filled. I don't mean that he should get out the goods, pack and ship them, but he certainly should have enough interest in his customer to see that this is done, and done in time to maintain his promise of delivery.

If, perchance, he takes an order and finds that for reasons beyond his control he can't make delivery on time, he should notify the buyer at once and offer to cancel it. He should give the buyer a chance to get his goods elsewhere, instead of stalling around until it is too late for the buyer to cover himself and thus cause the buyer all kinds of inconvenience, if not actually shutting down his plant.



## 1—Purchasing Properly Designed Boxes

(Continued from page 35)

### Determining the Style of Container

In determining the style of design of box to use for your product the weight of the shipment must be taken into consideration as well as the type and quality of the product, and the amount of protection that is needed.

Box design has been defined as being the development of specific details for box construction with the view of delivering their contents to the purchaser in a satisfactory condition at the lowest possible cost. More expensive boxes can be used, but they would not be justified unless they perform some other service which would warrant the added cost.

"Wooden Box and Crate Construction," prepared by the Forest Products Laboratory and published by the National Association of Box Manufacturers, says:

#### A Balanced Construction

"When all elements in the construction of a box resist equally the destructive hazards of service it is balanced in construction. A box may be balanced in construction and yet be excessively heavy, too strong, and uneconomical in the use of material; or it may be too light and weak for service.

"With unbalanced boxes which render satisfactory service there is frequently a waste of material in the stronger parts; and an equally or even more serviceable box may be obtained by reducing the strength of the stronger parts until they are in balance with the weaker parts. This is because the parts which are excessively heavy transmit an undue amount of the shocks and stresses to the lighter parts, thus causing the lighter parts to fail sooner. With a balanced box there is a more even distribution and absorption of stresses and shocks. Excessive thickness of lumber in sides, top or bottom of a box will also produce undue stresses in the nails and, under certain conditions, will be a source of weakness."

The chief problem in box design is to design the parts so that balanced construction and proper strength are both obtained, and at a minimum cost.

#### Determining the Specifications

When determining the specifications for the boxes you are to use it is advisable that the box manufacturer with whom you are contemplating doing business be required to supply you shipping containers properly designed and with properly balanced parts according to the latest laboratory data. In this way you will obtain protection at a minimum cost because waste lumber which you would have to pay for will be eliminated and your shipping costs will be reduced accordingly.

In this connection there are a number of points which will assist you and your purchasing department materially in the buying of wood shipping containers because they will

enable you to determine whether or not the manufacturer is supplying properly designed boxes without waste of lumber and with the parts properly balanced as to thickness.

#### Some Rules to Keep in Mind

With regard to the thickness of the various parts of a box, there is a generally accepted rule regarding which laboratory tests are being made at this time, which indicates the following as being advisable:

"The thickness of the end of a box should be used as a base for securing the thickness of the sides, top and bottom.

"In a Style 1 box (nailed box without cleated ends) the thickness of the sides, top and bottom should not exceed  $\frac{3}{4}$  the thickness of the ends.

"In a cleated box where the sides, top and bottom are fastened to the cleats and not the end boards (for example, a  $\frac{3}{4}$ -in. end with 13/16-in. cleats) the thickness of the cleats should be used as a base for determining the thickness of the sides, top and bottom; i. e., the sides, top and bottom should be  $\frac{3}{4}$  the thickness of the cleats.

"In a cleated end box where the sides, top and bottom are fastened to the end and cleat (the end and cleat  $\frac{1}{2}$  in. or greater in thickness) the sum of the thickness of the end and cleat should be used as a base for determining the thickness of the sides, top and bottom; i. e., the sides, top and bottom should be  $\frac{3}{4}$  the thickness of the end and cleat, but in no case should the thickness of the sides, top and bottom exceed the thickness of end or cleat, whichever be the greater."

Another vital subject to be considered at the time specifications for boxes are being determined is the kind and type of lumber to be used in the construction of these boxes.

#### The Kind and Type of Lumber

The types of wood that are most used in the making of candy shipping containers are gumwood and various varieties of pine, although practically any standard box wood would be satisfactory, providing, of course, the price is suitable compared to the cost of other woods. The objectionable woods, i. e., those which transmit taint and taste to the contents packed in them have been practically eliminated from the manufacture of boxes of this kind. The selection of woods and the pricing of them will very largely be determined by the district in which you and your box manufacturer are located.

#### The Moisture Content

The moisture content of the wood used in constructing boxes has a great influence on its strength and in various other ways. If there is an abnormal amount of moisture in the wood, the points of the nails pull more easily from the wood, the heads pull through the wood and the shanks of the nails are liable to shear out of the ends of the boards. If boxes are made of

(Continued on page 53)

ADD THE ATTRACTIVE TOUCH OF  
COLORS TO YOUR PACKAGE GOODS WITH

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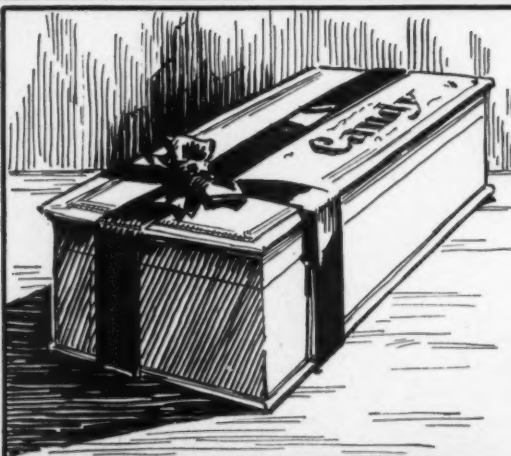
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## Let an H&D Shipping Case Protect It in Transit

Your fancy candy boxes cost you money. By their clean, fresh and neat appearance they help sell your goods.

**K**EEP your boxed candies looking their best when they reach the retailer—pack them in sturdy, dust-tight shipping cases that give full and certain protection.

H & D Corrugated Fibre Shipping Boxes are built of stout, tough cushioned walls that resist the blows of transportation. Their air-tight, water-proof construction keeps out filtering dust and dampness. Your goods arrive intact—no mashed-in contents, broken corners, soiled or messy package. That's just one advantage of packing your goods the H & D way.

These sturdy containers weigh less—they are handier to pack, cost less to ship and take up less space in your shipping room. Your customer likes to receive the product in an H & D container. It makes a neater package, is easier to open and to handle. Why not let us send a free sample and quote you prices? Give specifications.

**THE HINDE & DAUCH PAPER CO.**  
123 WATER STREET SANDUSKY, OHIO

Canadian Address: Toronto—King St. Subway and Hanna Ave.



(Continued from page 51)

green or wet stock, when they dry out the nails become loose and pull easily. The boards will split and of course cause the nails to resist the shrinkage which is the normal result of drying.

With regard to this "Wooden Box and Crate Construction" says:

"The moisture content of wood for any purpose should be at the time of manufacture approximately what it will be when the wood is in use. For boxes and crates from twelve to eighteen per cent moisture content is considered a safe approximation. Therefore, it is necessary that you specify when ordering boxes that a proper moisture content be in effect when the lumber is made up into your boxes."

#### Recommendations Based on Scientific Tests

All of this information which I have given, the consideration of which will aid you materially in purchasing better shipping containers with a minimum waste in cost and material, is based entirely on scientific tests used in determining shipping container specifications.

There is nothing that has more influence on determining the degree of strength required in a box than the hazards of transportation. They usually tend to cause failure in boxes by one or more of three actions: weaving or wrenching, puncturing or breaking various parts, or collapsing. The laboratory tests which simulate these actual transportation hazards will be illustrated in the next article in connection with the proper assembling and nailing of the various parts of a box, but it is well to give consideration to them at this time in order that proper boxes may be determined on which will furnish the needed protection.

The collapsing of a box may occur as diagonal compression between opposite corners or opposite edges or as compression perpendicular to the ends, sides, top and bottom. Boxes which are dropped, thrown and rolled when being handled by hand may encounter all of these hazards, the severity of which will depend on the kind exercised in doing the work.

The hazards that boxes are subjected to in being conveyed by motor trucks in long-distance transportation may result in considerable twisting, weaving and jamming of the boxes, and there may be destructive compressive stresses transmitted to the boxes at the bottom of the load.

The hazards of shipping by freight are at times very severe, especially those occurring during the switching and making up of trains. In cars containing a miscellaneous load of commodities, i. e., less-than-carload lots, loaded with little thought of proper arrangement and blocking so that the stronger packages will receive the severest strains, there will most surely be a large loss from damaged goods in all but the strongest and best designed containers.

From all of this you can readily appreciate that your boxes must be made physically fit not

only in design and nature of the woods being used, but proper assembling and nailing in your own shipping department in order that your business and the product of it may not suffer unnecessary loss and damage.

#### The Nail Holding Qualities

Also another vital point to be taken up in connection with the selection of wood is the nailing and nail holding qualities of the various types of box lumber. The nailing qualities of the wood are of vital importance in box construction. The serviceability of a nailed joint varies with the density of the wood, the ease with which it is split and sheared by nails, the initial moisture content, changes in moisture content, the direction of the nails relative to the grain of the wood.

It will be observed from the following table that, in general, the difference between the resistances of the nails to pulling from the end grain and from the side grain is greater for the light soft woods than for the heavier dense ones. Sometimes it is necessary to use denser woods for the cleats or ends or both than is used for the other parts of the box in order to secure sufficient nail-holding power to balance the construction.

#### Holding Power of Nails in Side and End Grain of Various Species

7d Cement-Coated Nails Driven to a Depth of One Inch and Pulled Immediately

Species	Per Cent of Moisture	Specific Gravity	Withdrawing Pull in Pounds End Grain	Side Grain
Group I*				
Pine, white	7.7	.391	122	203
Pine, Norway	7.4	.507	149	254
Pine, jack	7.6	.429	145	245
Aspen	6.5	.412	141	186
Spruce, red	10.7	.413	133	199
Spruce, white	7.6	.396	131	196
Pine, Western yellow	7.2	.433	96	196
Cottonwood	6.8	.343	129	177
Basswood	6.5	.412	124	175
Fir, white	7.6	.437	101	183
Cedar	9.3	.315	93	144
Group II				
Hemlock	8.6	.501	139	236
Pine, Southern loblolly				
yellow	7.7	.516	142	268
Longleaf	8.2	.599	196	313
Group III				
Elm, white	8.2	.537	212	305
Gum, heartwood	6.0	.488	179	243
Gum, sapwood	8.1	.433	189	220
Sycamore	7.0	.552	243	314
Maple, silver	6.8	.506	252	304
Group IV				
Maple	9.3	.643	350	406
Ash, white	8.9	.640	347	407
Beech	8.4	.669	322	414
Oak, cow	4.3	.756	277	323
Oak, post	7.3	.732	351	345
Oak, red	7.6	.660	297	333
Oak, white	7.3	.696	268	289
Birch	8.6	.661	298	406

\*Data is not available on all woods in each group.

The foregoing table gives figures resulting from laboratory tests made to determine the nail-holding power of the various types of box wood which have been grouped as indicated.

(To be Continued)



# V—Buying and Handling Gelatin



## The fifth of a series of seven articles on Edible Gelatin

by **Robert H. Bogue, Ph. D.**

*Of the Mellon Institute of Industrial Research, Pittsburgh, Pa., Research Chemist for Armour and Company, of Chicago, Ill.*

Exclusively for **The Candy Manufacturer**

**T**HERE are on the market in the United States a great many gelatins which represent the best and the poorest that are produced both in this country and abroad. Some of these are just on the line, or even below, by which they are permitted to be sold as an edible product, while others are much superior in quality to the government specifications. Both classes are again subdivided into products of high, medium and low jelly consistency or "test," dependent upon the stage in the boiling process which they represent.

The gelatin consumer is consequently confronted with the task of selecting from among this array a product that will meet his requirements. Now the ice cream manufacturer, the confectioner, or the fancy cake maker cannot be expected to know and understand everything about each ingredient that goes into his product. Few bakers understand the chemistry of the reactions, for example, of baking powder, and they are usually ready to use that powder which gives the best physical results for the least expenditure of money. The nature of the ingredients of the powder do not so much concern them. In a similar way gelatin consumers have usually tended to the use of the least expensive product that is satisfactory.

### Determining Gelatin Values

The present tendency, however, among the more progressive consumers is to take occasion to inform themselves upon the materials they procure to put into their product, and to inquire more searchingly into the question of quality. It is of especial importance to point out that in the case of gelatin a low cost of the material does not necessarily imply a lesser cost to the consumer by the use of that material. This becomes manifest by a comparison of the amounts of the different grades (based in this illustration upon jelly consistency) which are required to produce a jelly of given consistency.

### Jelly-Forming Properties

A gelatin of a high test produces, at a given concentration, a firmer jelly than one of low test, and similarly a gelatin of a high test will produce a jelly of a given consistency in a much lower concentration than one of low test. Now the value of the gelatin to the consumer is, we assume here, dependent upon its jelly-forming properties. So if a 0.5 per cent concentration of a low grade product is required to produce an effect that is attained by 0.25 per cent of a high grade material, the latter obviously is worth exactly twice as much as the former from that standpoint alone. But while the above condition is not unusual, the actual cost of the high grade gelatin is

### Dr. Bogue's Complete Serial on Edible Gelatin

MAY:  
Raw Materials and Manufacture  
JUNE:  
Constitution and Properties  
JULY:  
Testing and Grading  
AUGUST:  
Chemical and Bacteriological Action  
SEPTEMBER:  
Buying and Handling  
OCTOBER:  
Dietary Value and Physiological Action  
NOVEMBER:  
Importance in Food Products

This series will be supplemented by articles from candy superintendents on the practical handling of gelatin in candy making.

Shall we enter an extra subscription sent to your home address where these instructive articles can be studied at your leisure?—Editor.



very rarely twice that of the low grade.

### The Odor

But there are other reasons why a high quality is more satisfactory in service. The freedom of the better material from any suggestion of a gluey odor or taste is superior to the poorer grades. This makes its presence in ice cream, candies, etc., entirely unobserved. The protective action of gelatin (see Chapter 2) is far superior to that of the proteoses and peptones which are present in increasing quantities in the lower grades. And protective action is one of the objects sought by the addition of gelatin to ice cream. The flavor imparted to preparations by natural fruits or extracts is unaffected by small amounts of gelatin, but increasing amounts absorb the flavor, making it necessary to add larger amounts of fruit to attain the same effect on taste. Unbleached gelatins are to be preferred to the bleached product.

### Buy on Specification

Since there are such differences in the effect produced by the several grades and qualities of gelatin, the buyers should take measures to test out in an intelligent way the gelatins offered them to ascertain, first, what product will actually be the most economical for them to use and, second, if that product possesses any features which would render it in any respect objectionable for their particular service. These two qualifications being precisely determined, they should buy, on specification, only products which rigidly conform to these requirements. And for their own protection, and to avoid any possible future embarrassment, they should examine in their own laboratory every shipment procured to make certain that the specifications have been adequately met. The methods for such an examination have been set forth in Chapters 3 and 4 of this series.

It is furthermore suggested that gelatin should be bought and sold on the basis of the dry, water-free material. Alcohol, glycerin, washing soda, crude hair, soap and many other materials are sold on a specification purporting to eliminate the water present or to reduce the water content to a standard value. Thus flake soap is usually sold on the basis of 88 per cent soap. If more or less than 12 per cent of water is present the price is calculated to the 12 per cent basis. Gelatins vary in water content

from about 9 to 18 per cent, and should also be sold on a basis which will eliminate fluctuations in the water present.

### Pointers on Handling Gelatin

The inefficient handling of gelatin is frequently the cause of unsatisfactory results obtained by its use. A few of the errors which are frequently made and the proper methods for handling the material will be set forth.

The gelatin to be added to a batch of candy or other material is frequently measured roughly in a dry measure of some kind instead of being weighed out. It should be recalled that in the dry operating (see Chapter 1) the liquid gelatin is allowed to run out onto belts which carry it through cool chambers where it forms a jelly, and is then transferred to the drying alleys. The thickness of the layer of gelatin which is permitted to form the jelly determines the thickness of the dried flake. If this is thin and dilute the gelatin is spoken of as "thin cut"; if thick and concentrated, it is "thick cut." Upon grinding, the thin cut material is broken into small flat plates, the thickness being that of the original flake. The thick cut material is broken into irregular fragments of thicker size. A carefully measured quart of these two ground gelatins may vary in weight as much as from 1 pound for the thin to 2 pounds for the thick cut material. Even with gelatin from the same barrel the variation in weight by measuring out the material may vary 10 per cent, and there is, furthermore, a tendency for the finer material to accumulate at the bottom of the barrel while the coarse material is concentrated at the top. This also causes further divergences by volume measurement. *Gelatin should therefore always be weighed.*

On account of the fluctuation in water content of gelatin with humidity and temperature, the weight of gelatin to be used should refer to the dry basis.

### Preparing the Gelatin for the Batch

The gelatin should be covered with cold water and stirred up so that the water comes in contact with each particle, and allowed to stand until completely swollen. Distilled water is best, as the salts present in some waters seriously modify the properties of the material. If

(Continued on page 62)

## Do You Know—

How to determine gelatine values from its several grades and qualities?

Why gelatin should always be weighed, not measured?

Why use only cold water and preferably distilled?

Why after swelling, temperature should be raised to 140 degrees fahrenheit and no higher and never boiled?

Why and how overheating or long heating destroys the jelling power?

Why gelatin should always be stored in dry, cool atmosphere?

*Dr. Bogue in this article answers fully the above questions and gives some very valuable information about gelatin which should be in the possession of every purchasing agent and factory superintendent in our industry.*

*Next month's article will be on the subject of "Dietary Value and Physiological Action of Gelatin."—EDITOR.*

# Determining the Amount of Refrigeration Required

The fifth of a series of articles on

## Refrigeration and Air Conditioning and its Application to the Candy Industry

by **A. W. Lissauer**

*Refrigerating Engineer*

**C**ONTRARY to a general belief or supposition, I might almost say, refrigeration is an exact science. One cannot look at a room and determine by its cubic contents the amount of refrigeration required to maintain it at a given temperature. There are many factors entering into the calculation and all of them have been the subject of exact research for many years. In fact, all engineering societies, and particularly those interested in refrigeration and heating, have standing committees to investigate these factors and their variations under different conditions.

### Determining Heat Resistance of Walls

As is well known, heat will flow through a substance from the side at the highest temperature to the side of lowest temperature, and the rate at which heat flows is exactly in proportion to the difference in temperature of the two sides, just as water will flow in a given quantity through a pipe of given size from an elevated point to a lower one. Now, the construction of the material and its surfaces through which the heat flows offers more or less resistance to that flow, and this resistance has been exactly determined. For instance, glass, one material of which buildings are constructed, has a comparatively low resistance to heat flow and consequently this factor as a heat conductor is much higher than the walls, unless, of course, the walls are made of such material as sheet iron, which transmits more heat than the glass.

A single pane of glass has been found to transmit 1.09 heat units per sq. ft. per degree difference in temperature per hour between the two surfaces, with still air on both sides. Knowing the number of square feet of surface exposed, it is then easy to calculate how many heat units per hour the glass in a room will

transmit. As before pointed out, that quantity divided by 200 heat units per minute per ton of refrigeration times 60 (the number of minutes in an hour) will give the number of tons of refrigeration required to overcome the heat inflow from the outside during the summer time through glass. The heat resistance of all types of wall constructions have been determined and they vary from that of products similar to glass down to about 1/10 heat unit per sq. ft. per degree difference in temperature per hour.

It is a problem only for an engineer experienced in this type of work to determine the construction required for a given refrigerated room, so that the first cost of building will not exceed, when interest and depreciation are figured on the

investment, the operating cost of refrigeration machinery required to overcome the extra heat inflow from a cheaper construction.

### Construction of Chocolate and Hard Candy Departments

It has been customary in the candy trade to insulate the chocolate packing departments and very often the storage rooms with cork. This is a very good thing, as the temperature in these rooms is considerably below the maximum outside summer temperature, and consequently the amount of heat transmitted through the walls and glass is very great if no such provision is made. Also, it is customary in these departments to install double windows, that is, two panes of glass with an air space between. This cuts down the heat inflow to approximately .46 heat units and also contributes to the saving. However, in hard candy work, it is not necessary to carry such low temperatures, the opinion of some older manufacturers in the business notwithstanding.

A temperature of 75° to 80° F. in the hard

### The Complete Serial on Refrigeration and Air Conditioning

June—Problems of refrigeration in a candy factory.

July—History and evolution of refrigeration.

Aug.—Theories of refrigeration and machinery employed.

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candy department is entirely practical and no bad results will be experienced providing the moisture in the air is kept down to a reasonable point. Therefore, for hard candy work, because there is only a small difference between the inside temperature and the maximum outside temperature, it is not necessary to make any special provision for insulating the room, as the heat inflow is comparatively low. This does not mean, of course, that the hard candy department can be built of corrugated iron and single glass, but the ordinary brick construction with single glass windows is entirely feasible.

#### Resisting the Heat from the Sun

One of the greatest factors which the candy manufacturer has to contend with as far as heat is concerned is the effect of the sun. It is a well-known fact that the radiant heat from the sun is transmitted almost without change or diminution through glass. Consequently, glass windows and skylights which are exposed to the sunlight should always have awnings, or if this investment is not desired, the windows may be painted opaque, so as to prevent the passage of this heat directly.

Of course, this is not as good as having awnings because the sun's effect then will heat up the glass windows and they will transmit much more heat due to the temperature of the outside surface than they would if they were shaded. The south wall and the roof should be protected, if possible; the roof by an air space and the walls with a somewhat thicker construction or with furring and plastering because of the fact that these surfaces are exposed to the direct rays of the sun and assume an outside temperature which is then 40° or 50° higher than that of the surrounding atmosphere. Naturally, under these conditions, the amount of heat calculated on the basis of the maximum shade temperature would be far too low and, as a consequence, a refrigeration system figured on that basis would be too small and the room could not be kept at the desired temperature.

In chocolate work, where the temperature of the packing room is kept around 60° to 65°, of course, the sun effect must be cut down even more, and the roof should be provided not only with an air space, but should also have cork insulation not less than 2 in. thick.

#### Reducing Humidity

There is another large factor which enters into the calculations and which is very often

neglected, that is, while refrigeration is used to reduce temperature, it also condenses moisture out of the air. In many cases, the heat absorbed by the refrigeration equipment due to the condensation of the moisture is far greater than that required to reduce the temperature of the air. As mentioned above, it takes approximately 1,000 heat units to turn water into steam or vapor, and it gives up exactly as much heat to transform it again into water. This factor not only enters into calculations where all fresh air is supplied in a room, but also where the air is recirculated with recirculation. Of course, the moisture remains almost constant, but even then, due to the fact that windows leak, doors are open, the duct work carrying air is not entirely air-tight and the goods and people give off moisture, the air must be dehumidified. Very often, this inleakage, which amounts to from 5 to 20 per cent of the total air circulated, introduces a load on the refrigeration system which is a large percentage of the total work.

I might say that in most calculations of refrigeration this factor is entirely neglected and then the candy manufacturer wonders why he cannot obtain the conditions he requires.

It would seem from the above that I am recommending that the manufacturer put in a much larger system than he has been accustomed to, but on the other hand, there is no

doubt but that it is far better to spend a little extra money for a system of the right size than to spend three-quarters as much on a system which does not do the work. As every chocolate candy manufacturer knows, the temperature in the packing room should not be allowed to go over 65° F. in the summer. Now, if too small a system is used, it may under mild weather conditions maintain a proper temperature, but when the weather is extremely hot and humid, the investment is wasted because a few days' shutdown is just what the purchaser intended to avoid when he put in the system.

#### Consider the Floor Plan

In calculating the size of an equipment and its cost, it is always wise first to try so to design the floor plan that the machinery which gives off a great deal of heat, either due to friction, gas flames or steam kettles, will be placed in a room entirely separate from the conditioned room. It is comparatively cheap to heat air, but it is very expensive to cool it. Consequently the more heat-producing factors which

(Continued on page 60)

### DO YOU KNOW—

What an air conditioning system consists of and explain how it removes the moisture from air?

Can you define saturation or relative humidity?

Can you explain how moisture can be removed from air by means of a water spray?

What is a dehumidifier and how does it function?

Exactly what is "washed air"?

*Mr. Lissauer explains these points very clearly and comprehensively in the next issue.*



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## What to Specify in Ordering Raw Materials

(Continued from page 31)

tials will remain the same, the specifications must be altered slightly to meet the needs of your candy superintendent and your trade.

Perhaps the best method of determining which grades of material to use is to go over the list with your superintendent and your chemist, if you have one. Encourage them to make suggestions and argue their ideas with you until a general satisfactory agreement is reached.

Once determined, the specifications should be worded as concisely as possible and put on some permanent record, such as purchase cards, where they will be readily accessible when you come to make out the orders. Copies of the completed list should be placed in the hands of both superintendent and chemist.

### Applying the Standard

It should be borne in mind that the importance of these specifications depends upon how rigidly you adhere to them. Apart from your own physical examination of the incoming material, it should be the duty of your stock clerk to report any practical discrepancies in the lot. Where you have a chemical laboratory, it should pass upon the material before the manufacturing department is allowed to take possession of it.

When it fails to conform to specifications, it should be set apart from your other materials and formal written notice of its rejection at once sent to the supplier. If the rejection takes the form of a condemnation on the ground that it is impure or unwholesome, insist that the supplier remove it immediately, or phone or telegraph him that you are going to destroy it yourself. In any event, don't let kindly sentiment toward the supplier find you with the stuff on hand when the inspector comes in.

It is advisable to make a record of the packer and case-marks on satisfactory and unsatisfactory merchandise. When in doubt, refer to these before placing repeat orders. When a lot is exceptionally fine, ask the supplier to reserve your wants from it, unless you are in a position to buy what you need from it and store it yourself.

Obviously the quality of the materials used in your candy does not depend solely upon their condition at the time of delivery. Many items deteriorate rapidly in common storage, consequently a couple of days should be set apart each week to inspect every material in the house. Exactly what measures to employ to protect these materials in and out of storage will be discussed in detail in a later article.

### What to Specify

We now come to our title heading. At the end of this article is a more or less complete list of the raw materials in commonest use among confectioners. Under each item are



listed the essential and optional specifications, which should accompany your order. That they must be modified to meet your individual needs is understood. (*This list of specifications will appear in the October issue.*—EDITOR.)

To one of the old school of purchasing, many of the specifications may seem too involved to be practical. However, there need be nothing difficult about their application. A copy of the list placed in the hands of your typist will relieve you of all but the most necessary details. The small amount of additional effort required on the part of the buyer is illustrated by the following specimen orders. It is only necessary that he check these specifications before he signs the order.

**CUSTOMARY FORM OF ORDER:**

*200 boxes 3 cr. Valencia almonds.*

**WHAT THE BUYER SHOULD SPECIFY:**

*200 boxes N. C. 3 cr. Val. alds.*

*Count 25/27 per oz.; 2 per cent pieces.*

**HOW THE FINISHED ORDER SHOULD READ:**

*200 boxes prime new crop 3 cr. Valencia almonds.*

*Count 25/27 per oz.*

*Sound and sweet; good flavor and white meats; not over 2 per cent twins and pieces. Free of bitters, shells, dust, mould and animal matter*

**Giving and Getting Dollar for Dollar  
The Moral Effect of Specifications**

So far we have considered only the practical value of specifications. They have also a moral value. The fact that they appear on your order is often a deterrent to unscrupulous suppliers. It implies that you are wary, consequently they will think twice before they will ship you inferior merchandise.

Manufacturers and shippers throughout the world fashion their products to meet the demands of their respective trades. Particularly chronic is the case of the foreigner who prepares merchandise for shipment to this country. His methods of harvesting, storing and shipping are in many instances crude and unsanitary. He picks his walnuts green; in consequence the first shipments arrive covered with mould. He saves up his pieces in a damp cellar until he has enough to ship across. But before they leave his cellar they are mouldy, so on, ad nauseam.

If you are in the habit of accepting goods which are mouldy or webby, what incentive have you given them to spend money to improve the methods out of which these conditions arise? Even filberts, in which the Department of Agriculture allows 10 per cent of mould, can be obtained entirely free from this objectionable quality.

Before the war the finest teas in the world went to Russia. Why? Because the better class of Russians insisted upon having them. Today those same teas go to England. The finest cocoas find their way to Germany. If the

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buyers in every country were to co-operate in insisting upon good quality, the shipper who made a practice of turning out inferior merchandise would rapidly go out of business or take the hint and clean house.

**Where It Pays to Be a Discriminating Buyer**

Often there are several legitimate grades resulting from a single harvest. Where this is true it is only natural *that the shipper should discriminate in favor of the discriminating buyer.* The wheel that makes the most noise gets the most grease.

If you want the best and know how to make the most of it when you get it, holler like merry blazes until he offers you the pick of the orchard or whatever it is. You may have to pay a slight premium for it, but what of that? In the final analysis, it becomes a question of giving and getting dollar for dollar. Smith's pecans are 62c a pound. Browns are 60c. But 17 per cent of Brown's pecans are pieces; 3 per cent are shells and dust. Smith's contain 5 per cent pieces, free of shells and dust. With pieces at 10c a pound under the price of halves, which would you buy?

The waste, the labor of repicking, and the lower value of salvaged seconds and under-grades are real and tangible elements in the cost of your product and, more often than not, overbalance the few pennies saved in the purchase price.

*(To be continued)*

*(The list of raw materials and their specifications will appear in next issue.)*

### **Determining Refrigeration Required**

*(Continued from page 57)*

can be eliminated, the smaller will be the refrigerating requirements, both the first cost and operating expense.

I have taken a hard candy factory which was designed so that the cooling tables and packing department were all in the same room. In order to obtain the proper conditions, I figured that about 90 tons of refrigeration would be required. By placing the kettles and cooling tables in a separate department by merely running an insulated partition between them and the packing room, it was found that the packing room, which was the only department requiring conditioning, could be taken care of with less than 30 tons. You can imagine how pleased the manufacturer was, not only with the first cost, but with the fact that the operating expense was reduced so materially.

In this connection, also, it might be wise to point out the fact that provision should be made to eliminate inleakage of moist air and the outleakage of conditioned air from the departments treated. All doors should be provided with weather strips and, if possible, with vestibules large enough to accommodate trucks,

etc., so that only one door at a time can be opened. Elevator shafts should be enclosed, and all possible openings reduced in size to the minimum.

Of course, there are other factors which influence the amount of refrigeration; that is, if candy enters the department at a higher temperature than it is desired to maintain in the department, it is necessary to know how much candy is introduced and its temperature, so that the heat given off by it may be also taken care of. Operators give off a certain amount of heat and moisture and this in a hand packing and dipping department is a considerable item. Also, if the plant is run after dark, the lighting should be figured in and certainly, if any motors are used, the horsepower transformed into heat units must be figured.

It will be seen, therefore, that a careful survey of the requirements must be made before a contract is entered into for an equipment. Not only must the building construction be gone into in all detail, but also actually the design of the plant. This is a purely engineering problem and should be solved by a specialist in that field. The right man can advise on all of these things and should be made to show the whys and wherefores of his recommendations.

For instance, if a plant is designed in a certain way and has a given construction, it will take, in order to maintain the required conditions, a certain amount of refrigeration. Now figure the cost of carrying that refrigeration equipment on the basis of a life of ten years plus interest say at 3 per cent over that period plus the cost of operation for the same time. If it is recommended to change the process somewhat and to eliminate a number of heat factors by building changes, by insulation or by the elimination of leakage, etc., one can, as well, determine the amount of refrigeration, its first cost and its operating expenses for doing the work under these altered conditions.

Now the cost of the alterations plus the cost of the revised refrigeration can be figured on the same basis for a period, say, of ten years. If the second cost is lower than the first, then the recommended changes should be made, otherwise not. In other words, the recommendations for a decrease in requirements due to expenditure of money for other purposes must justify itself. By calculating in this way, it will be very easy to determine just how much can be expended for refrigeration equipment and for building alterations, so as to show the maximum saving. At that point, the most economical equipment has been decided upon.

*(To be continued)*

NEXT MONTH: "AIR CONDITIONING"



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## Buying and Handling Gelatin

(Continued from page 55)

the temperature of the water is high (above about 70° F.), the gelatin particles will adhere and become wetted and swollen with difficulty. If the particles are not properly swollen before raising the temperature to effect solution, the imperfectly swollen particles dissolve very slowly and a higher temperature or extended period of heating are required to bring the material completely into solution.

After complete swelling, the temperature is raised to about 140° F. by placing in a bath of warm water, and stirred until a clear liquid remains. This should then be beaten into the mixture in which it is to be used. It is usually undesirable to mix up at one time more than is to be used immediately. If the temperature is kept high to avoid setting to a jelly, hydrolysis will result, as described below. If a jelly is allowed to form, and the material allowed to stand in the open air at ordinary temperatures, bacteria multiply rapidly, and in the course of a day may make such headway as seriously to injure the quality of the gelatin. A jelly may be kept in an ice box, but the ease of preparing the fresh solutions makes it of questionable expediency to do so.

The losses due to overheating and bacterial contamination are of such common occurrence and so great importance as to justify an especial emphasis for their avoidance. It has been found in the writer's laboratory that the heating of a high grade first run of gelatin at a temperature of 176° F. for 12 hours reduced the jelly consistency of the cooled material, and the viscosity of the solution, to values that were equivalent to a very poor last run product. Experiments carried out by other investigators have resulted in entirely similar findings. If a still higher temperature is employed the hydrolysis is much more rapid, and there are many consumers who actually bring their gelatin solutions to a boil for some time before using. The change which is brought about is a breaking down of the gelatin into proteoses, peptones and amino acids. These have *no jelling power* and are of low viscosity, and if a user buys and pays for a high grade product, and then treats it in this way, he is reducing the grade and the value to that of the lower classes of gelatin. Even if the temperature is not raised above 140° F., a long heating at this temperature is unquestionably detrimental, although not so disastrous as the higher temperatures.

Bacteria thrive best at temperatures between 75° and 100° F. and when jellies or solutions are allowed to remain within this range, or even down to 60° F., bacterial decomposition takes place rapidly. If the gelatin was originally relatively free from bacteria, it should remain in a good condition under these conditions for at least 48 hours, but, if the reverse was the case, noticeable putrefaction may develop in a



very short time. And the important thing to bear in mind is that only an exceedingly small amount of a partially decomposed gelatin is necessary to make its presence known by an injured taste or after-taste in marshmallows.

A further cause of trouble has been experienced due to the storage of gelatin in places of high humidity. It has been several times emphasized that gelatin absorbs water from moist air and gives it up to dry air. When placed in a moist atmosphere gelatin may absorb so much water that molds and bacteria find the conditions favorable for growth, and thrive to the irretrievable injury of the gelatin. A moderately dry cool atmosphere is the best for the storage of gelatin. Under no conditions should a gelatin that has deteriorated by the development of bacteria or molds during storage be permitted to enter into the manufactured product of the factory.

*(To be continued)*

*(Next month's article in this series: "The Dietary Value and Physiological Action of Gelatin.")*

### Cooperation Between Purchasing and Production Departments

*(Continued from page 34)*

Whether this would have occurred if complete co-operation in the organization had been maintained is not for the writer to pass upon, but it serves to show that if this can happen where the reins are tightly held we must "watch our step" in our individual responsibilities.

That candy making is no longer in its infancy and is being recognized more each day as a science is attested by the numerous chemists being drawn into the business and the recognition by the manufacturers of our industry of the importance—yes, the necessity—of chemical control of raw materials.

It is well then for both the Purchasing Agent and Production Manager to get together and learn more of this science as it relates to the raw materials which they are to purchase and to use, and then work together closely as a unit.

The extent to which they do acquire this knowledge and use it will have its reflection in the balance sheet which registers quite accurately the extent of any firm's internal co-operation.



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## EMIL PICK'S COLUMN for Chocolate Manufacturers

**T**HE cocoa bean market for the last three weeks has been most peculiar, and has come as a surprise to a lot of people in our trade.

The break in cocoa beans from the high level of 9 $\frac{3}{4}$ c on Accra to 9c spot and 8c for shipment; on Sanchez from 9 $\frac{1}{2}$ c to 8 $\frac{1}{2}$ c for shipment and on Arriba from 11 $\frac{3}{4}$ c to 10 $\frac{1}{2}$ c, was due to speculators taking advantage of a little lull, selling the market short all the way down, and covering.

Today there has been a little firmer tone due to the short covering of sales in the London market on Accra cocoa.

From the statistical position of cocoa there are ample supplies here to take care of fall requirements, and would strongly advise manufacturers to buy at present prices a *third of their requirements*, and follow the market after the turn of the month at every decline, not covering their full requirements.

### A Bumper Accra Crop

It is reported that the new crop of Accra—a cocoa which is quite a factor in our market—will be good, and it is estimated that same will be between 2,750,000 and 3,500,000 bags. This cocoa alone is enough to supply the consumption in the United States and Europe, and the rest of the cocoas coming to our port will be a surplus, as we understand that Germany, who was a large consumer the first six months of this year, will not use much more cocoa from now until the end of the year; we fully believe they have covered their fall requirements.

It is not always best to look at the gloomy side of things, and "Always keep smiling is our motto," but facts are the only things to go by, and with the coal strike, the railroad strike and unsettled labor conditions in this country, it is only natural that the buying powers will not step in and buy a lot of cocoa and tie up a lot of money if there is going to be a shortage of coal and a tie-up of transportation. Of course, these unsettled conditions may change overnight, but one never can tell.

We are only giving you what facts stare us in the face. The speculating element in the trade is one that is always dangerous, and although we believe some sales of Accra, as well as other grades of cocoa, have been short sales, we fully believe that a number of these sales by speculators have been covered.

The crop of Sanchez cocoa is practically over, but this seems to be a cocoa that is constantly pounded when the other grades break.

## Bahia and Guayaquil Crop Promising

A factor in our market that has been overlooked this year is Bahia. It is a known fact that the June, July and August receipts have been small, but this is due to the crop being late, and, furthermore, this shortage will be made up the latter part of the year, as reports from Brazil indicate that we are going to have a good crop and that the receipts coming in October, November and December will be large—in fact, larger than previous years. With the same conditions prevailing in other grades today, the price of this cocoa here is from a half to three-quarters of a cent lower than in Brazil. Nominally the price today is 8 $\frac{7}{8}$ c for Fair, 9 $\frac{3}{8}$ c for Good Fair and 9 $\frac{3}{4}$ c for Superior, for shipment in September/November and the prices in Brazil figure about a half cent higher.

On Guayaquil cocoa, the same can be said as we have said about Bahias. The market here is 10 $\frac{1}{2}$ c for Arriba and 10c for Machala-Caraquez for shipment, and legitimate importers are asking much higher for shipment.

### A Speculative Market Ahead

We know it does not matter to you manufacturers who offer the cocoa, providing the name on the contract is of a good responsible house. Therefore we think you will have a speculative market for the next sixty days. As previously stated, the receipts on Bahia, Sanchez and Trinidad have been a little short, but the Bahia crop will be more than made up later on in the year, as well as the Guayaquil crop. The other grades of cocoa are coming in pretty freely. St. Thome has been neglected, but Kameroun has been coming in here, not in any large quantities as compared to other grades, but this cocoa will some day probably arrive in good sized quantities, and therefore should be given a little attention.

The world's consumption of cocoa for the first six months has been pretty large, not alone here but in Europe, due to the fact that a large volume of business was caused by sales of cocoa butter from Europe to America, and Germany was a large consumer to supply this demand. This butter business has fallen off, and the domestic manufacturers are pretty well able to take care of the requirements of cocoa butter at present.

It must be borne in mind we are only giving these figures on actual conditions, and at times developments occur which were unforeseen, and the market may take a sudden turn. If statistics of cocoa are to be consid-

ered, there are enough cocoa beans produced from primary ports and the supply is ample. We estimate the spot stocks of all grades here in New York to be between 200,000 and 250,000 bags and arrivals coming in right along.

The whole situation, of course, is very speculative, and this element may step in and go long on cocoa and create a little advance, but we cannot honestly and conscientiously say that we will have an erratic advance of one or two cents per pound.

We hope you will not hold us to the facts we are giving you, but they are the conditions prevailing here at present and anything may arise overnight to change the aspect of the market. We shall continue to give you our opinion to our best knowledge and belief, and now give you the following quotations:

	Shipment	Spot
Machala/Caraquez ..	10c	11c
Arriba (Seasons) ...	10 $\frac{1}{2}$ c	10 $\frac{1}{2}$ - $\frac{3}{4}$ c
Sup. R. S. Arriba....		13c
Fine St. Thome African .....	10 $\frac{1}{2}$ c	10 $\frac{1}{2}$ c
Fair Bahia .....	9c	9 $\frac{1}{2}$ c
Good Fair Bahia....	9 $\frac{3}{8}$ c	10c
Superior Bahia ....	9 $\frac{3}{4}$ c	10 $\frac{1}{2}$ c
F. F. Accra.....	8 $\frac{3}{8}$ c	9c
Trinidad ..Dec./Feb.	11 $\frac{1}{4}$ c	11 $\frac{1}{2}$ - $\frac{3}{4}$ c
Sanchez .....	8 $\frac{1}{4}$ c	8 $\frac{3}{8}$ c
Domestic cocoa butter for Sept./Oct. shipment, 31 $\frac{1}{2}$ c.		

We are giving you quotations on these few grades as a comparison of today's market, so you can be guided for the future. The market is quiet and steady.

## A Service to Chocolate Manufacturers

*Our subscribers are invited to make known to the service department of THE CANDY MANUFACTURER your problems or questions regarding any phase of the manufacture of chocolate, whether it be information regarding markets, or the qualities and properties of the beans, or questions about methods and machinery for the chocolate department. Your inquiries will be handled direct and treated confidentially if requested.—Editor.*

## Imported Nut Situation

**T**HE high duties placed upon imported walnuts and almonds in the impending tariff bill in the interest of the state of California has made it very difficult for the importers to handle the situation satisfactorily. Goods now afloat and to be shipped from abroad are offered subject to any increase of duties for the account of the buyer here. Some firms, however, are giving the option of cancellation to the buyer so that

he will not be under obligation of accepting the goods on arrival if he elects to cancel the order.

The whole matter of supplying the trade here with the imported goods is very difficult. It places everyone at a disadvantage. In the meantime California cannot begin to supply the demand for almonds and walnuts with respect to either quantity or quality. Foreign goods have distinctive and peculiar virtues where flavor and grading are to be considered. The idea seems to be an attempt to shut out this very important industry.

The manufacturers of candy have tried the California goods in the past and they do not furnish the flavor and other peculiar virtues of the almonds grown in Spain, Italy and France. It is also true that delicate Mayettes and Chabertes and the popular Bordeaux walnut are far more to be desired than the California walnuts. It is the intention of the California grower to destroy the importation of foreign goods as far as is possible. On the other hand, California cannot produce 25 per cent of the demand. They are aiming to get a monopoly on shelled walnuts and almonds and yet they are not in position to fulfill their requirements.

The matter of the exact date of the passage of the new bill being indefinite, it is hard for the importer to place orders for forward delivery, as the present price is subject to the increased duties, which makes purchase unsatisfactory. However, the business will go forward, and it is expected that the foreign growers will have to absorb a part of the increase in tariff here and a basic arrangement worked out that will prevent the industry from being destroyed. Therefore, all goods for forward delivery are subject to a contract which involves the increase in duty for the account of the buyer.

The importing of shelled nuts is at present between seasons, spot goods being very short and the new goods have not yet arrived in any quantity. New Jordans are due here about the middle of the month and new Valencias about the 30th. New Aetna almonds are also due about the same time. New crop filberts are due about September 30th and in the meantime the goods on the spot are scarce and are becoming higher in price.

Bordeaux walnuts, extra French, can be procured on the spot, but broken walnuts are very scarce indeed and the market has advanced

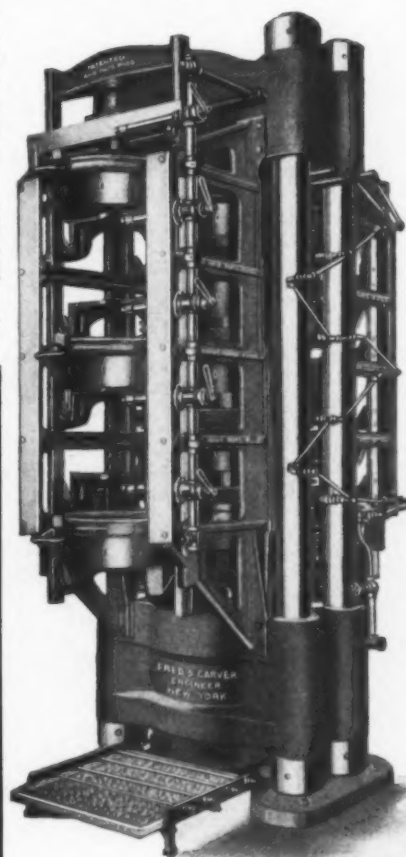
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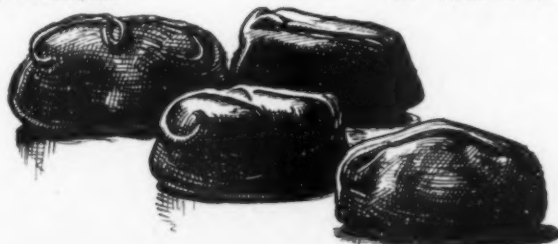
Simply cool the melted chocolate, draw off a little, mix in the Hardener for the whole amount, and work this paste into the main batch. Mix thoroughly.

Improves the coating for dipping either by Hand or Enrober.

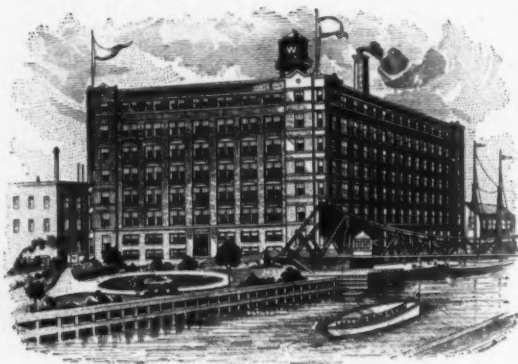
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two cents and will probably go higher within the next fortnight. New crop Pignolias are available on the spot. Brazil nuts, an excellent quality but bullish in price, are procurable. Pecans, owing to the short crop, will gradually work up to much higher prices as the season advances. It is estimated on excellent authority that the pecan crop is only one-third of the normal crop.

Last season unscrupulous shippers in France imported from Roumania and other adjoining states exotic walnuts which were sent out under the guise of Bordeaux walnuts. Action has been recently taken by the Dried Fruit and Nut Association of New York and the Dried and Canned Food Association of Chicago notifying all French shippers that walnuts must be strictly native and of the designated districts where grown, otherwise proper means will be taken to immediately protect the importers against any substitution.

### The Sugar Situation

**L**OOKING over the sugar situation at the present time, we see nothing to justify any material advance in prices. The dull period is still with us. The extreme depression due to heavy liquidation of sugar futures is passed and the market has steadied and the refined sugar trade has covered its wants for about ten days to two weeks. The demand is nil at present and until it appears the raw and refined sugar markets cannot very well develop strength. Last raw sugar sales were at  $3\frac{3}{4}$ c C & F or 5.24c duty paid. Holders are generally asking  $3\frac{3}{4}$ c C & F for in port, afloat and shipment sugars. Store sugars, however, are offering at 5.24c duty paid delivered without attracting refiners. On the other hand, refiners will pay this parity for C & F sugars. The market is steady and its future trend will be entirely governed by the volume of refined sugar business developing during September.

Export refined sugar market is very dull with sellers of second hand sugars for first half September shipment at 4.50c F. A. S., while refiners are generally asking 4.90c for the same position.

Domestic refined sugar is on the basis of 6.75c to 7c less 2 per cent with the demand at a standstill. More activity is looked for after the Labor Day holidays. Tendency of the entire market at present is evenly divided between sellers and buyers.

September 4th, 1922.



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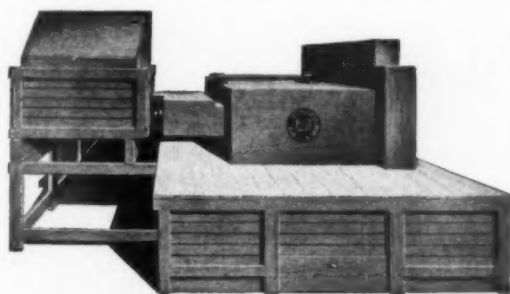
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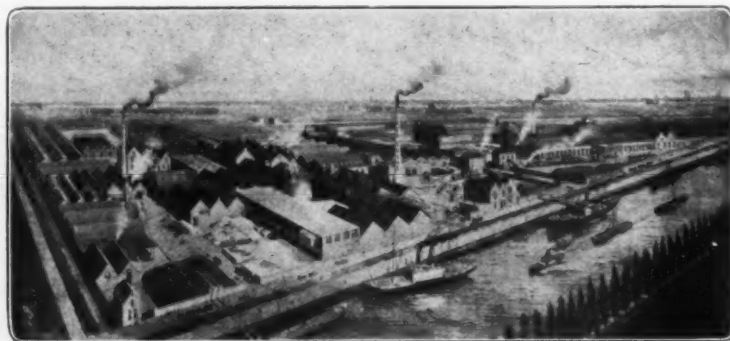
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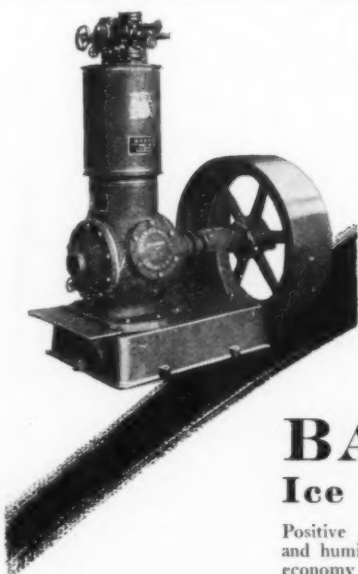
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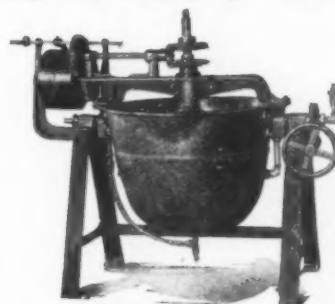
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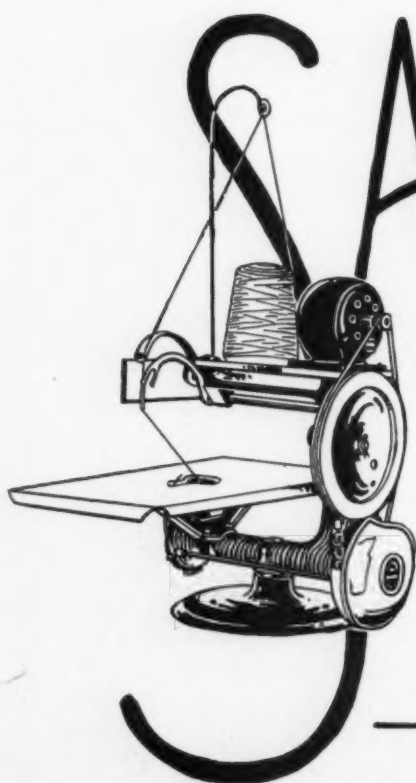
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For the Economic Background of Price Changes:  
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The "Coal Catalog" and monthly reports of the Bureau of Mines.

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"The Monthly Surveys of Current Business." Published by The Department of Commerce.  
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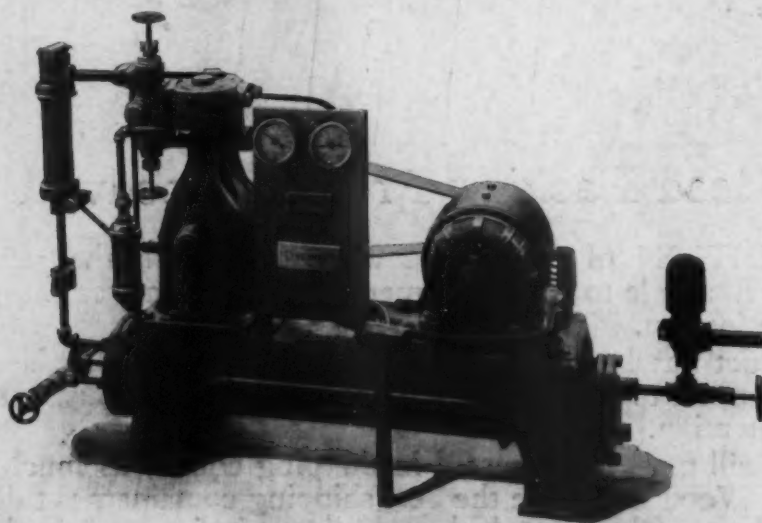
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